Programme of

Overseas Trade Promotions, 1966-67

BOARD OF TRADE JOURNAL SUPPLEMENT, 19 NOVEMBER, 1965

Overseas fairs, British Weeks and store promotions taking place with Board of Trade assistance — SECTION I

This is the first of a series of supplements to be published every four months designed to help British firms in making their forward plans for exhibiting abroad.

Hitherto the *Board of Trade Journal* has published lists of trade fairs irrespective of whether or not official support would be given to British participants.

Section I of this supplement lists the events over the next three years for which Board of Trade support is already being planned.

The supplement includes as Section II (Europe) Section III (outside Europe) and Section IV (United Kingdom)* the list of trade fairs hitherto published separately every three months. Amendments and additions to this new supplement will be shown in the first issue of each intervening month. Information in Section I is necessarily brief, but further details may be obtained from the officer named against the event. (Tel: ABBey 7877).

Inquiries for details of the Joint Venture Scheme under which the Board of Trade co-operates with trade associations or other non-profit making bodies and any general inquiries in connection with Section I (Mr. C. H. Russell, Ext. 2781).

**Included for easy reference*

EUROPE

WESTERN EUROPE—1966

BRUSSELS: INTERNATIONAL LEATHER GOODS EXHIBITION – January 9-16, 1966.

A joint venture with the National Leather Goods and Saddlery Manufacturers' Association. (4 firms).
(Mrs. J. E. Buckley, Ext. 2782).

HAMBURG: BOAT SHOW – January 20-26, 1966.

An information stand manned by representatives of the Ship and Boat Builders' National Federation and the British Consulate-General, Hamburg.
(Mr. N. R. Sommers, Ext. 2777).

MILAN: INTERNATIONAL LEATHER EXHIBITION (MIPEL) – January 22-26, 1966.

A joint venture with the National Leather Goods and Saddlery Manufacturers' Association. (6 firms).
(Mrs. J. E. Buckley, Ext. 2782).

COLOGNE: INTERNATIONAL FURNITURE FAIR – January 25-30, 1966.

A joint venture with the British Furniture Manufacturers' Federated Associations. (24 firms).
(Mrs. P. G. Evans, Ext. 2778).

BERLIN: GREEN WEEK – January 28-February 6, 1966.

A British Section incorporating a Pub organized with the Brewers' Society, selling beer and spirits, a supermarket organized with the Food Manufacturers' Federation Inc., and a fruit and flower shop organized with the National Farmers' Union.

An information stand manned by representatives of the British Embassy, Bonn and the Consulate-General, Berlin.
(Mr. W. N. Darling, Ext. 2784).

BRUSSELS: INTERNATIONAL BUILDING MATERIALS AND ACCESSORIES EXHIBITION – January 29-February 6, 1966.

A joint venture with the National Council of Building Material Producers. (7 firms).
(Mrs. J. E. Buckley, Ext. 2782).

PARIS: INTERNATIONAL EXHIBITION OF ELECTRONIC COMPONENTS – February 3-8, 1966.

A joint venture with the Radio and Electronic Component Manufacturers' Federation. (20 firms).
(Mr. D. J. Donaldson, Ext. 2783).

PARIS: INTERNATIONAL TOY FAIR – February 6-12, 1966.

A joint venture with the British Toy Manufacturers' Association. (13 firms).
(Mr. D. J. Donaldson, Ext. 2783).

RENNES (FRANCE): MINOR BRITISH WEEK – February 7-14, 1966.

This modest self-generated promotion is the outcome of the twinning arrangements between the cities of Rennes and Exeter. A delegation from Exeter recently visited Rennes and confirmed that the shops in that city are anxious to stock more British goods. Many business organizations in the West Country have evinced interest in this venture because of the special relationship between the two cities.
(Mr. G. F. Snell, Ext. 2764).

Front cover photograph: *A scene during British Week in Milan.*

A message from Mr. Douglas Jay, President of the Board of Trade

I AM CONFIDENT British industry will welcome this supplement which provides in a new and handy form the full programme of collective promotions overseas planned for the next three years.

These are the events which are being organized and assisted by the Board of Trade, or by other organizations with Board of Trade financial support. The programme has been drawn up in collaboration with the Overseas Promotion Committee of the British National Export Council, on which, in addition to the Area Committees of the Council, the Board of Trade, the Foreign Office, the Commonwealth Relations Office, the Confederation of British Industry and the Association of British Chambers of Commerce are represented.

The programme for the first half of 1966 is by now virtually complete; that for the second half is more or less complete but a certain number of minor events is still likely to be added. As regards 1967, the major events have been fixed and for 1968 the first outlines are beginning to take shape.

I very much hope this extensive programme will encourage firms to take full advantage of the opportunities in export markets which these events offer.

NUREMBERG: INTERNATIONAL TOY FAIR – February 13-18, 1966.

A joint venture with the British Toy Manufacturers' Association. (26 firms).
(Mr. J. A. Swinton, Ext. 2777).

AMSTERDAM: INTERNATIONAL MOTOR CYCLES, MOPEDS, CYCLES AND ACCESSORIES EXHIBITION – February 24-March 6, 1966.

A joint venture with the British Cycle and Motor Cycle Industries Association Ltd. (17 firms).
(Mrs. J. E. Buckley, Ext. 2782).

BRUSSELS: GARDEN SHOW – February 25-March 6, 1966.

A joint venture with the Federation of British Horticultural Exporters. (4 firms).
(Mrs. J. E. Buckley, Ext. 2782).

COPENHAGEN: INTERNATIONAL FAIR FOR ELECTRONICS, AUTOMATION AND INSTRUMENTS – February 25-March 6, 1966.

An information stand manned by representatives of BEAMA Industrial Control and Electronics Division and the British Embassy, Copenhagen.
(Mr. J. M. MacIver, Ext. 2790).

OFFENBACH: INTERNATIONAL LEATHER GOODS FAIR – February 26-March 3, 1966.

A joint venture with the National Leather Goods and Saddlery Manufacturers' Association.
(Mr. N. R. Sommers, Ext. 2777).

FRANKFURT: INTERNATIONAL TRADE FAIR (SPRING) – February 27-March 3, 1966.
Joint ventures with:
(1) Pianoforte Manufacturers' Association. (6 firms).
(2) Federation of British Carpet Manufacturers. (9 firms).
(3) Stationers' Association of Great Britain and Ireland. (21 firms).
An information office manned by representatives of the Consulate-General, Frankfurt.
(Mr. N. R. Sommers, Ext. 2777).

MARSEILLES: STORE PROMOTION BY 'DAMES DE FRANCE' – February 1966.
This promotion is expected to last three weeks and will cover a wide range of goods, including shoes, shirts, ready-to-wear clothes, brassware, leather goods and furniture.
The store would like to hear of any British firm interested in organizing their own small stand for the sale of their own goods. Interested parties should contact M. Bruder, 'Dames de France', Rue Saint-Ferroel, Marseilles.
(Mr. G. F. Snell, Ext. 2764).

COLOGNE: INTERNATIONAL HOUSEHOLD GOODS AND HARDWARE FAIR – March 3-6, 1966.
Joint ventures with:
(1) Hardware Manufacturers' Association. (25 firms).
(2) Federation of British Hand Tool Manufacturers. (6 firms).
(3) Federation of British Horticultural Exporters. (9 firms).
(4) United Kingdom Cutlery and Silverware Association. (6 firms).
(5) British Electrical and Allied Manufacturers' Association. (6 firms).
An information office manned by representatives of the British Embassy, Bonn.
(Mr. J. A. Swinton, Ext. 2777).

PARIS: INTERNATIONAL AGRICULTURAL MACHINERY EXHIBITION – March 7-13, 1966.
A joint venture with the Agricultural Engineers' Association. (15 firms).
(Mr. D. J. Donaldson, Ext. 2783).

GOTHENBURG: INTERNATIONAL TEXTILE EXHIBITION OF SPORTS AND LEISURE WEAR – March 12-20, 1966.
The Board of Trade is considering possible joint ventures with the appropriate trade associations.
(Mr. J. M. MacIver, Ext. 2790).

CAGLIARI: SARDINIA INTERNATIONAL SAMPLES FAIR – March 12-27, 1966.
A possible joint venture with the Galloway Cattle Society and an information office.
(Mr. A. C. T. Connolly, Ext. 3009).

VERONA: INTERNATIONAL AGRICULTURAL FAIR – March 13-21, 1966.
An information stand manned by representatives of the Livestock Export Council and certain Breed Societies.
(Mrs. J. E. Buckley, Ext. 2782).

MUNICH: BUILDING MATERIALS EXHIBITION (BAU 66) – March 19-27,
A possible joint venture with the National Council of Building Materials Producers. Firms interested in participation should contact the Council.
(Mr. P. G. Evans, Ext. 2778).

LYONS: INTERNATIONAL TRADE FAIR – March 26-April 4, 1966.
A joint venture with the Birmingham Engineering and Building Centre.
An official commercial information stand manned by representatives of the British Consulate-General, Lyons.
(Mr. D. J. Donaldson, Ext. 2783).
The Board of Trade and the Export Council for Europe, 27/28 Northumberland Avenue, London, W.C.2. (Tel. Whitehall 3121) are arranging a preview of British goods preparatory to the British Week. Firms interested in participating should immediately contact the Council.
(Mr. G. F. Snell, Ext. 2764).

MUNICH: STORE PROMOTION BY MODEHAUS SALLINGER OHG – Spring 1966.
Preliminary notice has been received that this large departmental store intends to stage a two-week promotion of British goods, mainly of men's and women's outer and underwear, sometime in early Spring next year. Other fields in which the store are particularly interested are textiles, i.e., household linen, carpets and decoration fabrics, toilet requisites and perfumes.
(Mr. G. F. Snell, Ext. 2764).

MILAN: INTERNATIONAL SAMPLES FAIR – April 14-25, 1966.
An information office manned by representatives of the British Consulate-General, Milan.
(Mrs. J. E. Buckley, Ext. 2782).

PARIS: INTERNATIONAL EXHIBITION OF WOMEN'S READY-TO-WEAR CLOTHES – April 16-21, 1966.
The Board of Trade will be considering joint ventures with the appropriate trade associations.
(Mr. D. J. Donaldson, Ext. 2783).

COLOGNE: INTERNATIONAL BABIES' AND CHILDREN'S FAIR – April 22-24, 1966.
A possible joint venture with the National Children's Wear Association. Firms interested in participating should contact the Association.
(Mr. P. G. Evans, Ext. 2778).

LILLE: INTERNATIONAL TRADE FAIR – April 23-May 8, 1966.
An information stand manned by representatives of the British Consulate-General, Lille. The Board of Trade is prepared to consider applications for joint ventures; the theme of the 1966 Fair is 'L'Equipement Urbaine'.
(Mr. D. J. Donaldson, Ext. 2782).

DUSSELDORF: EUROPEAN FOOTWEAR SAMPLES DISPLAY – April 24-26, 1966.
A possible joint venture with the British Footwear Manufacturers' Federation. Firms interested in participation should contact the Federation.
(Mr. P. G. Evans, Ext. 2778).

OSLO: British Trade Fair and Fortnight – April 29-May 15, 1966 – 'Britain '66'.
A 'British Fortnight' of consumer goods in the Oslo department stores and shops is planned to run concurrently with the Trade Fair. It will be organized by British Overseas Fairs Ltd. in conjunction with Export Council for Europe.
A full supporting programme of cultural and other events is being arranged including a State visit by the Lord Mayor of London.
Firms interested in either promotion should contact British Overseas Fairs Ltd., 21, Tothill Street, London, S.W.1. (Tel: Abbey 6376).

HANOVER: AIR SHOW – April 29-May 8, 1966.
A thematic display with the Ministry of Aviation and an information stand to be manned by representatives of the Society of British Aerospace Companies.
(Mr. P. G. Evans, Ext. 2778).

HANOVER: HANOVER FAIR – April 30-May 8, 1966.
Joint ventures with:
(1) Stationers' Association of Great Britain and Ireland. (6 firms).
(2) British Electrical and Allied Manufacturers' Association.
(a) Electrical. (5 firms).
(b) Electronic. (4 firms).
and possibly
(3) National Council of Building Material Producers.

(*Continued on next page*)

Stands and information office for the British Electrical and Allied Manufacturers' Association with murals by Peter Edwards at the Hanover Fair, May, 1965.

An information office manned by representatives of the British Consulate-General, Hamburg.
(Mr. P. G. Evans, Ext. 2778).

GENOA: INTERNATIONAL FLOWER AND PLANT EXHIBITION (EUROFLORA) – April 30-May 8, 1966.

A possible joint venture with the Federation of British Horticultural Exporters. Firms interested in participation should contact the Federation.
(Mrs. J. E. Buckley, Ext. 2782).

BRUSSELS: INTERNATIONAL TRADE FAIR – April 30-May 11, 1966.

An information stand manned by representatives of the British Embassy, Brussels.
(Mrs. J. E. Buckley, Ext. 2782).

VIENNA: DISPLAY BY DUNDEE CHAMBER OF COMMERCE EXPORT GROUP – April, 1966.

A joint venture with the Dundee Chamber of Commerce Export Group.
(Mrs. J. E. Buckley, Ext. 2782).

COPENHAGEN: INTERNATIONAL LEATHER GOODS FAIR – May 6-11, 1966.

Joint ventures with:

(1) National Leather Goods and Saddlery Manufacturers' Association. (14 firms).
(2) British Leather Federation. (20 firms).
(3) British Footwear Manufacturers' Federation. (10 firms).

(Mr. J. M. MacIver, Ext. 2790).

GOTHENBURG: SWEDISH TRADE FAIR – May 6-15, 1966.

An information stand manned by representatives of the British Consulate-General, Gothenburg.
(Mrs. J. E. Buckley, Ext. 2782).

FRANKFURT: INTERNATIONAL AGRICULTURAL SHOW (49TH DLG EXHIBITION) – May 8-15, 1966.

A joint venture with the Master Saddlers' Association. (6 firms).
(Mr. P. G. Evans, Ext. 2778).

SWEDEN:

Joint ventures with the National Leather Goods and Saddlery Manufacturers' Association. (12 firms).

GOTHENBURG: Sparbank Hall – May 12-14, 1966.
STOCKHOLM: *St. Eriks Hall* – May 16-18, 1966.

(Mr. J. M. MacIver, Ext. 2790).

DUSSELDORF: INTERNATIONAL PACKAGING EXHIBITION (INTERPACK) – May 12-18, 1966.

A joint venture with the Institute of Packaging. (25 firms).
(Mr. N. R. Sommers, Ext. 2777).

OSNABRUCK: MINOR BRITISH WEEK – May 20-27, 1966.

This minor British Week is self generated by the local authorities who are also arranging a supporting programme of events.

A group of Osnabruck retailers visited the United Kingdom on a buying mission in June and expressed themselves well satisfied with their visit. Their interests cover a wide range of consumer goods, including food-stuffs, textiles and clothing. Manufacturers wishing to offer their products to the group should make their first approach via Mr. J. J. Sinclair, HM Consul (Commercial), British Consulate-General, 8a Harvestehuderweg, Hamburg 13.
(Mr. G. F. Snell, Ext. 2763).

PARIS: INTERNATIONAL PLASTICS AND RUBBER EXHIBITION – May 20-30, 1966.

A joint venture with the British Plastics Federation. (7 firms).
(Mr. D. J. Donaldson, Ext. 2783).

COPENHAGEN: INTERNATIONAL TEXTILE FAIR – May 24-27, 1966.

The Board of Trade is prepared to consider joint ventures with the appropriate trade associations. Firms interested in participation should contact their associations.
(Mr. J. M. MacIver, Ext. 2790).

LUXEMBOURG: INTERNATIONAL TRADE FAIR – May 26-June 5, 1966.

An information stand manned by representatives of the British Embassy, Luxembourg.
(Mrs. E. J. Buckley, Ext. 2782).

JONKOPING (SWEDEN): EUROPEAN AGRICULTURAL AND INDUSTRIAL FAIR – June 2-12, 1966.

A joint venture with the Rural Industries Bureau, and possibly the Federation of British Horticultural Exporters and the Agricultural Engineers' Association. Firms interested in participation should contact these organizations.

Diana Pollock, Projects Editor of 'Ideal Home' Magazine, talking with Sir Frank Roberts, HM Ambassador in Bonn (centre), and Lord Dundee (right) on the 'Ideal Home' stand at Dusseldorf.

An information office manned by representatives of the British Embassy, Stockholm and the Consulate-General, Gothenburg.
(Mr. J. M. MacIver, Ext. 2790).

FRANKFURT: INTERNATIONAL TEXTILES EXHIBITION (INTERSTOFF) – June 7-10, 1966.

A joint venture with the Textile Promotion Consultative Committee.
(Mr. P. G. Evans, Ext. 2778).

DUSSELDORF: EUROPEAN EXHIBITION AND CONGRESS OF MODERN SHOP AND DISPLAY EQUIPMENT (EUROSHOP) – June 11-15, 1966.

A joint venture with the National Display Equipment Association. (20 firms).
(Mr. P. G. Evans, Ext. 2778).

PARIS: FIFTH CONGRESS OF THE INTERNATIONAL PRESTRESSED CONCRETE FEDERATION – June 11-18, 1966.

A joint venture with the Prestressed Concrete Development Group. (10 firms).
(Mr. D. J. Donaldson, Ext. 2783).

PARIS: INTERNATIONAL CHINA, GLASSWARE AND POTTERY EXHIBITION – June 18-23, 1966.

A joint venture with the British Pottery Manufacturers' Federation, and possibly the Glass Manufacturers' Federation.
(Mr. D. J. Donaldson, Ext. 2783).

COPENHAGEN: INTERNATIONAL FOOD CONGRESS AND EXHIBITION (AIDA) – June 23-July 3, 1966.

The Board of Trade is prepared to consider joint ventures with the appropriate trade associations. Firms interested in participation should contact their associations.
(Mr. J. M. MacIver, Ext. 2790).

ANCONA: INTERNATIONAL FISHING FAIR – June 25-July 9, 1966.

An information office to be manned by representatives of the Consulate, Florence.
(Mrs. J. E. Buckley, Ext. 2782).

MUNICH: INTERNATIONAL CONGRESS AND EXHIBITION OF OPHTHALMOLOGY – August 14-19, 1966.

A joint venture with the Guild of British Dispensing Opticians. (8 firms).
(Mr. J. A. Swinton, Ext. 2777).

COLOGNE: INTERNATIONAL MEN'S FASHION WEEK – August 26-28, 1966.

A proposed joint venture with the Clothing Manufacturers' Federation. Firms interested in participation should contact the Federation.
(Mr. P. G. Evans, Ext. 2778).

HANOVER: INTERNATIONAL POLICE EXHIBITION – August 27-September 11, 1966.

A joint venture with the British Cycle and Motor Cycle Industries Association. (7 firms).
(Mr. P. G. Evans, Ext. 2778).

PARIS: INTERNATIONAL LEATHER WEEK – September 8-13, 1966.

Possible joint ventures with the Shoe and Allied Trades Research Association and other appropriate trade associations. Firms interested in participation should contact their associations.
(Mr. D. J. Donaldson, Ext. 2783).

BASLE: INTERNATIONAL NUCLEAR INDUSTRIES FAIR – September 8-16, 1966.

A joint venture with the British Nuclear Forum and assistance to the United Kingdom Atomic Energy Authority in mounting a complementary display.
(Mrs. J. Buckley, Ext. 2782).

HELSINKI: INTERNATIONAL TRADE FAIR – September 15-25, 1966.

The Board of Trade is prepared to consider joint ventures with the appropriate trade associations. Firms interested in participation should contact their associations.
(Mr. J. M. MacIver, Ext. 2790).

VIENNA: INTERNATIONAL TRADE FAIR – September 11-18, 1966.

Following the success of the 1964 and 1965 events the Board of Trade again propose to organize a British Section. Full details have to be worked out but trade associations and individual firms interested in participation in this event are asked to inform the Board of Trade to ensure that particulars are sent to them.
(Mr. M. J. Morrison, Ext. 3008).

COLOGNE: INTERNATIONAL PHOTO AND CINE EXHIBITION (PHOTOKINA) – October 1-9, 1966.

A joint venture with the British Photographic Export Group. (17 firms).
(Mr. P. G. Evans, Ext. 2778).

ZURICH: INTERNATIONAL TRADE FAIR FOR MEDICAL AND HOSPITAL EQUIPMENT – October 6-10, 1966.

A joint venture with the Surgical Instrument Equipment and Appliance Export Group. Firms interested in participation should contact the Group.
(Mrs. J. E. Buckley, Ext. 2782).

AMSTERDAM: INTERNATIONAL EXHIBITION OF ELECTRONIC COMPONENTS (FIAREX) – October 10-14, 1966.

A joint venture with the Radio and Electronic Component Manufacturers' Federation. Firms interested in participation should contact the Federation.
(Mrs. J. E. Buckley, Ext. 2782).

LYONS: British Week – October 21-30, 1966.

As announced on October 18, 1965, at simultaneous Press Conferences in London, Paris, Lyons and Birmingham, the next British Week point-of-sale promotion of British consumer goods in Europe will be in Lyons in October 1966. 'Grande Bretagne a Lyon' as it is already becoming known in France, will be the largest and most significant Anglo-French commercial promotion since the war. The Lyons Week will follow the pattern of the four previous British Weeks organized by the Board of Trade in association with the Export Council for Europe in Dusseldorf, Copenhagen, Amsterdam and Milan over the past two years, but is being staged with a deliberate eye on the growing potential of Lyons and the Rhone-Alpes Region.

Birmingham, as twin city to Lyons, has a special interest in the event. Birmingham manufacturers, particularly, will be encouraged to take part, exchange visits have already taken place and will continue, and the Lord Mayor of Birmingham is expected to make an official visit during the Week.

A guide has been prepared for Lyons by the Export Council for Europe entitled 'What to do and How to do it' for consumer goods manufacturers, trade associations and other interested parties. Copies can be obtained from ECE, 27/28 Northumberland Avenue, London, W.C.2.

The Director of British Week Office in Lyons is Mr. D. Ward, 24 Rue Childebert, Lyons 2e, France. Tel. 424649, Telex 33254. (Mr. G. F. Snell, Ext. 2764).

PARIS: INTERNATIONAL EXHIBITION OF WOMEN'S READY-TO-WEAR CLOTHES – November 5-11, 1966.

The Board of Trade will be considering joint ventures with the appropriate trade associations.
(Mr. D. J. Donaldson, Ext. 2783).

PARIS: INTERNATIONAL FOODSTUFFS EXHIBITION – November 13-21, 1966.

The Board of Trade is prepared to consider applications for joint ventures at this event and at the following exhibitions which will be held in association with it:

International Exhibition for the Malt and Beer Industries.
International Bottling and Allied Industries Exhibition.
International Dairy Equipment Exhibition.
International Packaging Exhibition.
International Exhibition of Equipment and Techniques in the Meat Industry.

Firms interested in participation should contact their trade associations.
(Mr. D. J. Donaldson, Ext. 2783).

1967

PIRMASENS (W. GERMANY): SHOE, LEATHER AND SHOE MACHINERY FAIR – April 22-27, 1967.

A joint venture with the British Leather Federation and an information stand manned by the Shoe and Allied Trades Research Association.
(Mr. P. G. Evans, Ext. 2778).

DUSSELDORF: INTERNATIONAL PAPER AND PRINTING EXHIBITION (DRUPA) – May 28-June 6, 1967.

A possible joint venture with the Association of British Manufacturers of Printers' Machinery.
(Mr. P. G. Evans, Ext. 2778).

October 29, 1965.

The following is an extract from a copy of a letter to Mr. J. Worlin, of The Ironmonger, *sent to the Export Promotion and Fairs Branch of the Board of Trade:*

Dear Mr. Worlin,

'Having visited a few days ago the International Sport and Garden Furniture Exhibition in Cologne, I was greatly impressed by the way the Board of Trade and the Federation of British Manufacturers of Sports and Games organized a most impressive section for British manufacturers to display their merchandise.

'Frequently the Board of Trade is accused of not supporting British manufacturers in promoting their products in overseas markets, but I feel it is only fair to praise them for the way they have "put on a show" at the Cologne Fair. The British Section was certainly the best one of all the other foreign sections, and it appeared to be extremely well patronized at all times.

'In view of the generous help and assistance given by the Board of Trade, my company has decided to take a space at next year's Cologne Fair, which is a meeting place not only for German but for buyers from many European and overseas countries. . . . Our range of leisure chairs for 1966 will comprise well over 25 different models, and we are quite proud that a number of these are now being exported to Germany as well as more than 50 other export markets; in fact, about 30 per cent of our production is being exported. . . .'

Yours sincerely,
F. W. ODELL,
Director.

L. E. GANT LTD.,
Richmond, Surrey.

The information stand at the Copenhagen Trade Fair 1965 *illustrated aspects of British technological progress and was equipped with Telex.*

FRANKFURT: ACHEMA CHEMICAL ENGINEERING EXHIBITION AND CONGRESS – June 21-29, 1967.

A joint venture with the British Chemical Plant Manufacturers' Association. (25 firms).
(Mr. P. G. Evans, Ext. 2778).

PARIS: 18TH INTERNATIONAL VETERINARY CONGRESS – July 17-22, 1967.

A joint venture with the Association of British Pharmaceutical Industry. Firms interested in participation should contact the Association.
(Mr. D. J. Donaldson, Ext. 2783).

DUSSELDORF: INTERNATIONAL PLASTICS EXHIBITION – October 1967.

A possible joint venture with the British Plastics Federation. Firms interested in participation should contact the Federation.
(Mr. P. G. Evans, Ext. 2778).

A British Week (Autumn 1967).

A British Week in Europe will be organized by the Board of Trade in association with the Export Council for Europe (27-28 Northumberland Avenue, London, W.C.2. Whitehall 3121).

EASTERN EUROPE—1966

BUDAPEST: INDUSTRIAL FAIR – May 20-30, 1966.

The Board of Trade first organized a British pavilion at the Budapest Fair in 1964, and again on a larger scale this year. Subject to the response from industry the Board propose to organize a British pavilion for the 1966 event and have already issued a circular giving details. Further copies are available.
(Mr. R. Pearson, Ext. 2262).

POZNAN: INTERNATIONAL TRADE FAIR – June 12-26, 1966.

The Board of Trade will shortly be issuing a circular about arrangements for a British Section; it is expected that as hitherto both inside and outside space will be available. Firms interested in taking part should make their requirements known at the earliest possible date.
(Mr. R. Pearson, Ext. 2262).

MOSCOW: All British Fair – July 8-24, 1966.

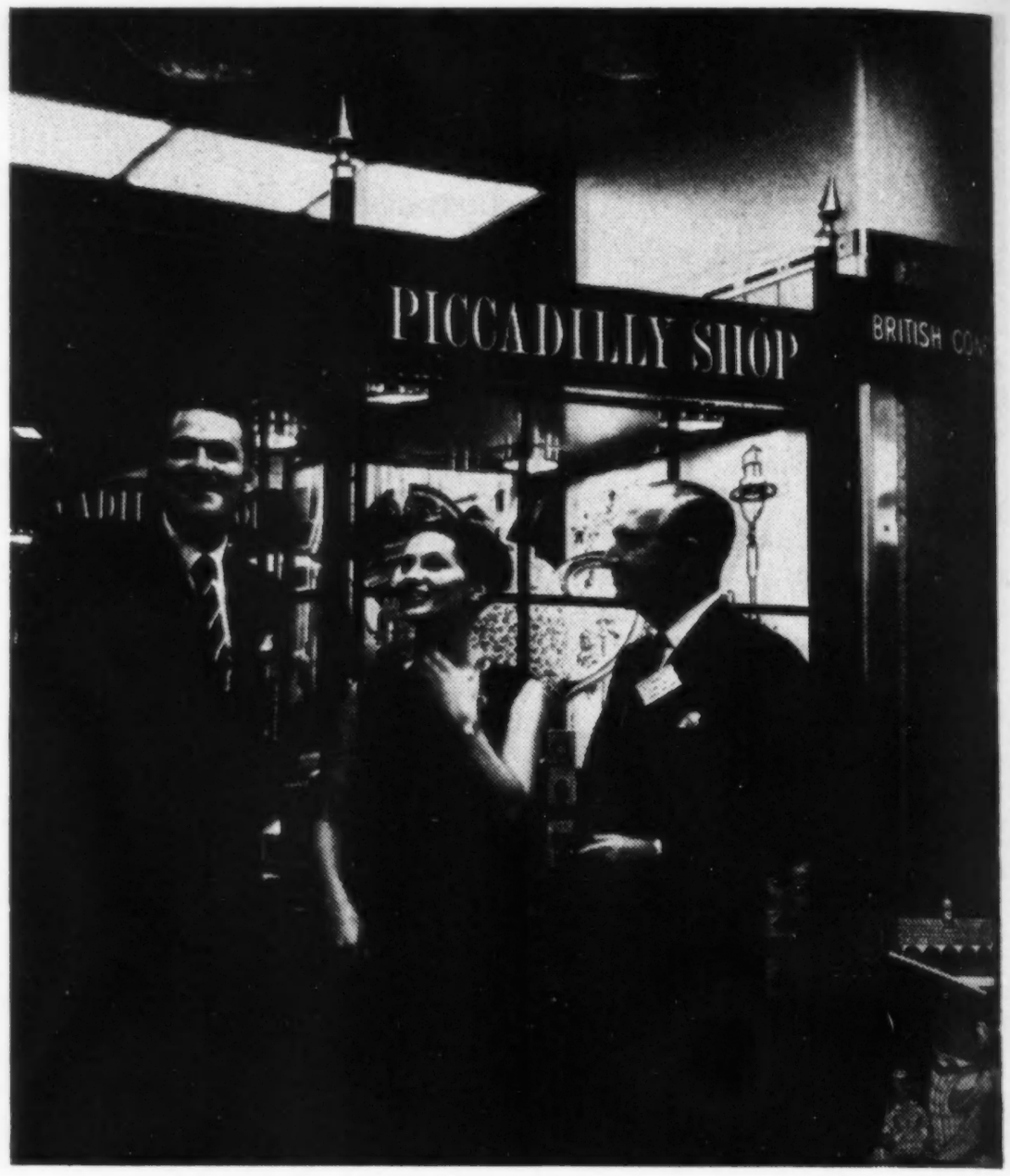
Inquiries about the All-British Fair, July 8-24, 1966, should be directed to Industrial and Trade Fairs Ltd., Commonwealth House, 1-19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

MOSCOW: BUSINESS EQUIPMENT EXHIBITION – September 1-15, 1966.

If there is sufficient support from industry, the Board of Trade will organize a British Section. A circular has been issued giving details, and further copies are available. Closing date for applications is January 3, 1966.
(Mr. J. M. Stuart, Ext. 2785).

KIEV: 13TH WORLD'S POULTRY CONGRESS AND EXHIBITION – August 15-28, 1966.

Sir John Ward (right), British Ambassador in Italy, inspects equipment for the fishing industry made by Sperry Gyroscope Co. Ltd. on the stand of their distributors, Filotecnica Salmoiraghi, at the recent Ancona Fair.



Mr. Andrew Hay, British-American Chamber of Commerce, Miss Elizabeth Alston, a British food consultant, and Mr. G. P. Gledhill, president of J. Lyons & Co. (Canada) Ltd., on the Piccadilly Shop stand at the New York Fancy Food and Confection Show, 1965.

If there is sufficient support from the industry, the Board of Trade will assist the participation in conjunction with a National Committee set up by the United Kingdom Branch of the World's Poultry Science Association.
(Mr. P. Bailey, Ext. 2781).

1967

MOSCOW: PROGRAMME OF FORTHCOMING EVENTS.

The Board of Trade will, in due course, announce proposals for British Sections in the following exhibitions:

Mechanized and Automated Equipment, Packaging and Transport for the Food Industry – May 1967.

Automation in Production Processes and Measuring Instruments for Research, Industry and Agriculture – September 1967.

(Mr. R. Pearson, Ext. 2262).

CANADA—1966

VANCOUVER: HUDSON'S BAY CO., STORE PROMOTION – May 12-21, 1966.

This store is one of the largest in Vancouver with seven floors and 90,000 square feet of merchandising space. The theme of the promotion will be 'Britain Today' and the store are keen to feature modern, well-designed products.

Store executives have been to London for preliminary discussions with the Board of Trade.
(Mr. R. A. Hillier, Ext. 2177).

1967

TORONTO: British Industrial Trade Fair (as part of the National Industrial Production Show) – May 1-5, 1967.

VANCOUVER: British Colombia International Trade Fair – May 17-27, 1967.

Inquiries about the proposed British participation in these events, and the arrangements for the transfer of exhibits from Toronto to Vancouver, should be addressed to British Overseas Fairs Ltd., 21 Tothill Street, London, S.W.1. (Tel. Abbey 6376).

TORONTO: British Week – October 12-21, 1967.

A city-wide British Week to be organized by the Board of Trade in association with the Committee for Exports to Canada (21 Tothill Street, London, S.W.1. Whitehall 6711).

USA—1966

NEW YORK: DISPLAY OF BRITISH CHILDREN'S WEAR – January 10-19, 1966.

A joint venture with the National Children's Wear Association. (Mr. J. M. Stuart, Ext. 2785).

NEW YORK: NATIONAL BOAT SHOW – January 12-23, 1966.

A joint venture with the Ship and Boat Builders' National Federation.
(Mr. R. C. Pearson, Ext. 2262).

CHICAGO: INDUSTRIAL EXHIBITION, CHICAGO AIRPORT – March 17, 1966.

A small industrial exhibition is being organized at Chicago Airport to coincide with the visit of HRH Duke of Edinburgh by the Committee for Exports to the United States (21 Tothill Street, London, S.W.1. Tel. Whitehall 6711).

DETROIT: TOOL EXPOSITION (ASTME) – April 18-22, 1966.

A joint venture with the Machine Tool Trades Association.
(Mr. J. Stuart, Ext. 2785).

NEW YORK: BRITISH TRADE CENTRE.

The Board of Trade is giving financial support in the initial stages to the British Trade Centre which opens in June next year at the Rockefeller Centre, New York. The Trade Centre is operated by the British-American Chamber of Commerce. Firms wishing to take space or seeking further information should contact the United Kingdom representatives, British Overseas Fairs Ltd. (Mr. W. T. Litchfield), 21 Tothill Street, London, S.W.1. Tel. Abbey 6376).

STORE PROMOTIONS – 1966

Details of 1966 United States Store Promotions will be published in the next issue of this programme.
(Mr. C. S. Stappard, Ext. 2761).

1968

The possibility is being considered of holding a major promotion in the United States in the Spring 1968, but neither the time nor the place have yet been decided.

LATIN AMERICA—1966

BOGOTA: INTERNATIONAL TRADE FAIR – September 1-20, 1966.

If there is sufficient support from industry, the Board of Trade will organize a British Section. Closing date for applications is December 31, 1965.
(Mr. J. M. Stuart, Ext. 2785).

MEXICO CITY: British Exhibition of Machine Tools and Technical and Industrial Equipment – October 19-31, 1966.

Inquiries about this event should be directed to British Overseas Fairs Ltd., 21 Tothill Street, London, S.W.1. (Tel. Abbey 6376).

AUSTRALIA—1966

MELBOURNE: INTERNATIONAL TRADE FAIR – March 2-19, 1966.

Because of lack of support from industry, proposals for a British pavilion at this event have been abandoned, but early applications from trade associations for assistance towards individual industry group stands under the Board of Trade joint venture scheme will be considered.
(Miss M. Jones, Ext. 2788).

MELBOURNE: GEORGE'S LTD., STORE PROMOTION – March 1966.

George's is generally regarded as one of the best stores in Melbourne. Products stocked include woollens, clothing, cosmetics, furnishing fabrics, china, glass, etc., all of high quality. A large proportion of goods on sale is of British origin.

Supporting features will include a fashion show and a display of historical costumes.
(Mr. R. A. Hillier, Ext. 2177).

AFRICA—1966

JOHANNESBURG: RAND EASTER SHOW – March 19-April 11, 1966.

The display in the British pavilion at the Rand Eastern Show in 1966 will be mounted jointly with the British Electrical and Allied Manufacturers' Association, on the theme of the contribution which has been made to South Africa's industrial development by the British electrical manufacturing industry.
(Mr. J. M. MacIver, Ext. 2790).

ASIA—1966

HONG KONG: British Week – March 3-12, 1966.

This is the first major Britsh Week to be staged in Asia. It is being organized by the Board of Trade in association with the BNEC Committee for Exports to Asia.

A British Week Office has been opened, and the director is Mr. G. E. Mills, MBE, former Organizing Secretary for the British Week in Denmark.

Several hundred British firms have expressed interest in the Week and some 700 shops and other retail outlets in Hong Kong have already been approached.

Attractive supporting events are in the course of preparation, including a visit by the London Symphony Orchestra, a fashion show in the Mandarin Hotel, a display selected by the Council of Industrial Design of well designed British consumer goods, and a British show flat.

A display of British engineering and technological products will be held in the new Ocean Terminal Building to be opened next March. Additional space has had to be taken to meet demands. Bookings for space have now closed.
(Mr. C. S. Stappard, Ext. 2761).

BANGKOK: FIRST ASIAN TRADE FAIR – November 17-December 10, 1966.

The Government of Thailand supported by the United Nations Economic Commission for Asia and the Far East is organizing this event. The Board of Trade will organize a British Pavilion if there is sufficient support from industry. Firms are requested to apply as soon as possible.
(Miss M. Jones, Ext. 2788).

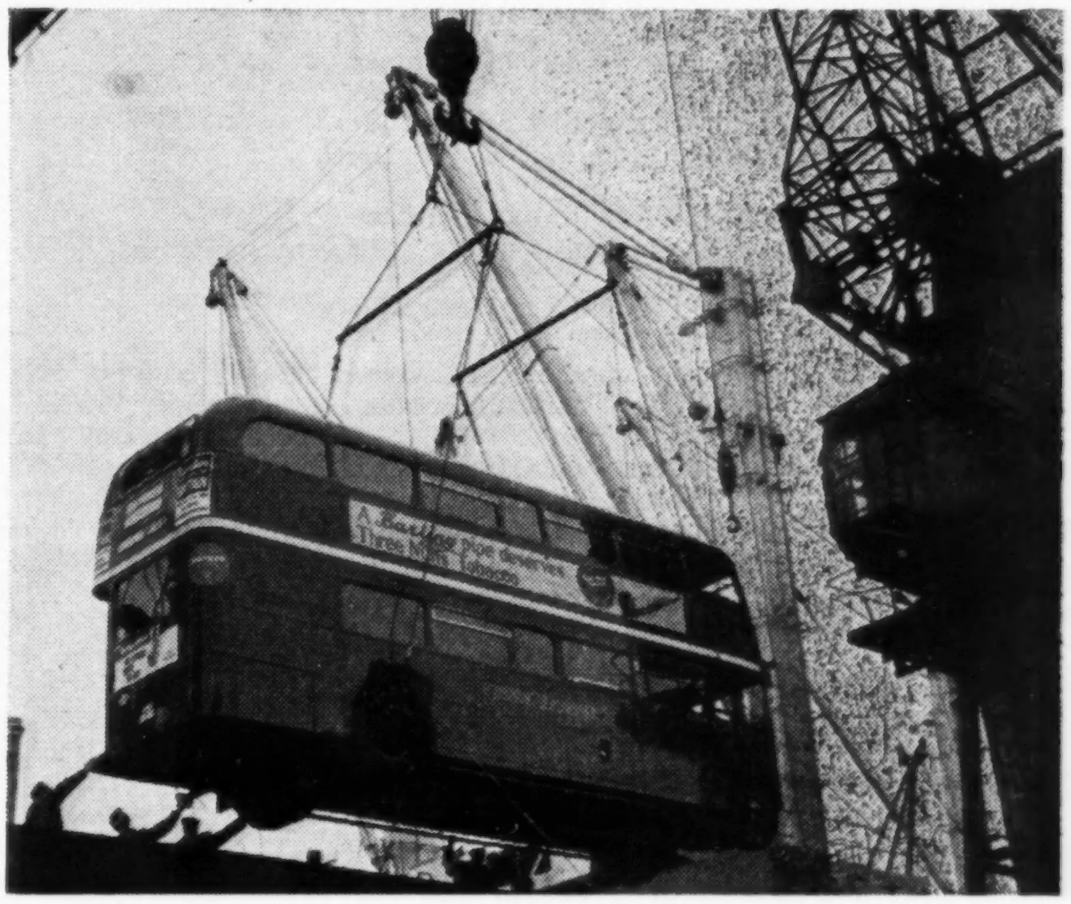
PEKING: Programme of events in 1966-67.

The Board of Trade and the Sino-British Trade Council (Mr. P. S. Marshall, 21 Tothill Street, London, S.W.1, Whitehall 6711) are examining the response to the recent circularization of British industry to find out the extent of likely support from industry for various alternative proposals for specialized exhibitions, or a general exhibition, in Peking (or, possibly, another Chinese city) during the next two years or so.
(Mr. J. M. MacIver, Ext. 2790).

ISRAEL—1966

TEL AVIV: INTERNATIONAL TRADE FAIR – June 21-July 9, 1966.

The Board of Trade is arranging a British pavilion on the lines of those at the last two Tel Aviv Fairs. Firms interested in participating should contact the Board within the next seven days.
(Miss M. Jones, Ext. 2788).



A London Transport Routemaster bus was recently shipped to Toledo, Ohio, to give shoppers free rides in connection with a store promotion.

Exhibitions and Fairs

SECTIONS II– IV

For details of overseas trade fairs, British Weeks and store promotions in which the Board of Trade is supporting British industry, please refer to Section I of this supplement.

Amendments and additions will be shown in the first issue of each intervening month. No responsibility is taken for the standing of organizations or individuals mentioned in these lists, and dates, etc., may be subject to alteration.

The Board of Trade Overseas Trade Fairs Directorate, Queen Anne's Mansions, Queen Anne's Gate, London, S.W.1 (Tel. Abbey 7877, Ext. 3557, Germany; Ext. 2782, Benelux, Italy, Austria, Switzerland; Ext. 2783 East Europe, Western Hemisphere; Ext. 2788, Scandinavia and rest of the world) (Ext. 3008 United Kingdom) will be glad to answer general inquiries, but applications should be made to the organizers or United Kingdom agents for details of costs and conditions of participation. Information can also be provided about other events which, owing to space limitation, are not included in the lists.

* event held annually at approximately the time stated

† event held in alternate years at approximately the time stated

European trade fairs and exhibitions — SECTION II

1966—General

FRANKFURT: INTERNATIONAL TRADE FAIR (SPRING) – February 27-March 3.
* Apply, LEP Transport Limited, Sunlight Wharf, Upper Thames Street, London, E.C.4. (Tel. Central 5050).

NICE: INTERNATIONAL FAIR – March 3-14.
* Apply, M. le President, Nice International Fair, 8 Place Massena, Nice.

LEIPZIG: INTERNATIONAL SPRING FAIR – March 6-15.
* Apply, Leipzig Fair Agency in Great Britain, 19 Dover Street, London, W.1. (Tel. Hyde Park 3111/2).

UTRECHT: ROYAL NETHERLANDS INDUSTRIES SPRING FAIR – March 7-15.
* Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

VIENNA: INTERNATIONAL TRADE FAIR – March 13-20.
* Apply, Office of The Austrian Foreign Trade Representative, 1 Hyde Park Gate, London, S.W.7. (Tel. Knightsbridge 6938).

ZURICH: SWISS IMPORTS FAIR – March 25-April 3.
† Apply, Schweizerische Import-Ausstellungen (ZUSPA) Nordstrasse 20, Zurich 6.

LYONS: INTERNATIONAL FAIR – March 26-April 4.
* Apply, Exhibitions and Trade Fairs (Overseas) Ltd., 10 Clifford Street, London, W.1. (Tel. Regent 0511).

METZ: INTERNATIONAL SPRING FAIR (EXPOMETZ) – April 7-17.
* Apply, Mrs. Muriel C. Black, London Office of the Metz Fair, 47 Nottingham Place, London, W.1. (Tel. Welbeck 9759).

MILAN: INTERNATIONAL SAMPLES FAIR – April 14-25.
* Apply, Italian Chamber of Commerce, 31 Old Burlington Street, London, W.1. (Tel. Regent 2411).

SAARBRUCKEN: INTERNATIONAL SAMPLES FAIR – April 16-24.
* Apply, Saarlandischer Gestaltungskreis GmbH Am Schanzenberg, Saarbrucken.

ZAGREB: INTERNATIONAL SPRING FAIR – April 16-24.
* Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

West entrance to the Vienna Exhibition grounds.

BASLE: SWISS INDUSTRIES FAIR – April 16-26.
* Apply, Swiss Embassy, 18 Montagu Place, Bryanston Square, London, W.1. (Tel. Paddington 0701).

LILLE: INTERNATIONAL TRADE FAIR – April 23-May 8.
* Apply, Weigel, Leygonie & Co. Ltd., PO Box No. 275, 31/32 King Street, London, W.C.2. (Tel. Temple Bar 4825/9).

OSLO: BRITISH TRADE FAIR AND FORTNIGHT ('BRITAIN '66') – April 29-May 15.
Apply, British Overseas Fairs Ltd., 21 Tothill Street, London, S.W.1. (Tel. Abbey 6376).

HANOVER: HANOVER FAIR – April 30-May 8.
* Apply, Schenkers Ltd. Royal London House, 13 Finsbury Square, London, E.C.3. (Tel. Metropolitan 9711).

BRUSSELS: INTERNATIONAL FAIR – April 30-May 11.
* Apply Belgium House, 167 Regent Street, London, W.1. (Tel. Regent 1491).

GOTHENBURG: SWEDISH TRADE FAIR – May 6-15.
* Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

PARIS: INTERNATIONAL FAIR – May 18-30.
* Apply, French Chamber of Commerce, Park House, 24 Rutland Gate, London, S.W.7. (Tel. Knightsbridge 9620).

BUDAPEST: INTERNATIONAL TRADE FAIR – May 20-30.
* Apply, Hungarian Chamber of Commerce, Rosenberg HPU 17, Budapest V.

LIEGE: INTERNATIONAL SPRING FAIR – May 21-June 5.
* Apply, Belgium House, 167 Regent Street, London, W.1. (Tel. Regent 1491).

PALERMO: MEDITERRANEAN FAIR – May 24-June 8.
* Apply, Fiera del Mediterraneo, Piazza Generale Cascino, Palermo.

The British Pavilion at the Budapest Industrial Fair, May 1965.

LUXEMBOURG: INTERNATIONAL TRADE FAIR – May 26-June 5.
* Apply, Foire Internationale de Luxembourg, Halls de Exposition, Luxembourg.

PADUA: INTERNATIONAL SAMPLES FAIR – May 31-June 13.
* Apply, Fairs and Exhibitions Ltd., 14 New Burlington Street, London, W.1. (Tel. Regent 0855).

BARCELONA: INTERNATIONAL SAMPLES FAIR – June 1-15.
* Apply, Feria Oficial E International De Muestras En Barcelona, Palacio No. 1, Avenida Maria Christina, Barcelona.

NANCY: INTERNATIONAL TRADE FAIR – June 2-13.
* Apply, M. Deiber, 7 rue des Dominicains, Nancy.

POZNAN: 35TH INTERNATIONAL TRADE FAIR – June 12-26.
* Apply, Official Forwarding Agents, PSA Transport Ltd., 70 Old Broad Street, London, E.C.2. (Tel. Avenue 2424).

BORDEAUX: INTERNATIONAL TRADE FAIR – June 17-26.
* Apply, Administration de la Foire International Bordeaux, 12 Place de la Bourse, Bordeaux.

TRIESTE: INTERNATIONAL SAMPLES FAIR – June 21-July 6.
* Apply, Italian Chamber of Commerce, 31 Old Burlington Street, London, W.1. (Tel. Regent 2411).

MOSCOW: BRITISH INDUSTRIAL EXHIBITION – July 8-24.
Apply, Industrial & Trade Fairs Ltd., Commonwealth House, 1/19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

STOCKHOLM: ST. ERIKS FAIR – August 31-September 11.
* Apply, Trade Fairs and Promotions Ltd., Commonwealth House, 1/19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

MESSINA: INTERNATIONAL TRADE FAIR – August.
* Apply, Ente Autonomo Fiera di Messina, Via Liberta', Messina. (Tel. 211.714 and 210.962).

STRASBOURG: INTERNATIONAL FAIR – September 1-12.
* Apply, M. le President, 9, rue Brulee, Strasbourg.

LEIPZIG: INTERNATIONAL AUTUMN FAIR – September 4-11.
* Apply, Leipzig Fair Agency in Great Britain, 19 Dover Street, London, W.1. (Tel. Hyde Park 3111/2).

UTRECHT: ROYAL NETHERLANDS INDUSTRIES FAIR – September 5-13.
* Apply, Exhibitions Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

ZAGREB: INTERNATIONAL AUTUMN FAIR – September 8-18.
* Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

LIEGE: INTERNATIONAL AUTUMN FAIR – September 10-25.
* Apply, Belgium House, 167 Regent Street, London, W.1. (Tel. Regent 1491).

VIENNA: INTERNATIONAL TRADE FAIR – September 11-18.
* Apply, Office of the Austrian Foreign Trade Representative, 1 Hyde Park Gate, London, S.W.7. (Tel. Knightsbridge 6938).

HELSINKI: FINNISH INTERNATIONAL TRADE FAIR – September 15-25.
† Apply, The Finnish Fair (Suomen Messut) Finnish Fair, Toolo, Helsinki.

MARSEILLES: INTERNATIONAL FAIR – September 22-October 3.
Apply, Butler's Advertising Service, Fenwick House, 292 High Holborn, London, W.C.1. (Tel. Chancery 4224/5).

METZ: INTERNATIONAL FAIR – September 28-October 9.
* Apply, Mrs. Muriel C. Black, London Office of the Metz Fair, 47 Nottingham Place, London, W.1. (Tel. Welbeck 9759).

BARI: INTERNATIONAL LEVANT FAIR – September.
* Apply, Du Mont Publicity Co. Ltd., 18 Queensberry Place, London, S.W.1. (Tel. Kensington 1700).

BERLIN: GERMAN INDUSTRIES EXHIBITION – October 5-16.
* Apply, Berliner Ausstellungen, 1 Berlin 19, Messedamm 22.

COPENHAGEN: INTERNATIONAL TRADE FAIR (CONSUMER GOODS) – October 21-31.
* Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325)

1966—Specialized

Agriculture. Forestry, Fishing, Agricultural Machinery

BERLIN: INTERNATIONAL GREEN WEEK – January 28-February 6.
* Apply, Berliner Ausstellungen, 1 Berlin 19, Messedamm 22.

BRUSSELS: INTERNATIONAL AGRICULTURAL WEEK – February 13-20.
† Apply, Secretariat General, 2 Avenue Louis Bertrand, Brussels. (Tel. 15-09.75).

PARIS: INTERNATIONAL AGRICULTURAL MACHINERY EXHIBITION – March 8-13.
* Apply, Salon International de la Machine Agricole, 95 Rue Saint Lazare, Paris 9e.

VERONA: INTERNATIONAL AGRICULTURAL FAIR – March 13-21.
* Apply, E. A. Per Fiere Di Verona, Viale Del Lavoro, Verona.

FRANKFURT: INTERNATIONAL AGRICULTURAL SHOW – May 8-15.
† Apply, German Agricultural Society, Zimmerweg 16, Frankfurt am Main.

MOSCOW: AGRICULTURAL MACHINERY AND EQUIPMENT EXHIBITION – May 16-29.
Apply, Directorate of the International Exhibition of Modern Agricultural Machinery and Equipment, 6 Kuibyshev Street, Moscow, USSR.

JONKOPING: 6TH EUROPEAN AGRICULTURAL AND INDUSTRIAL FAIR (ELMIA) – June 2-12.
* Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

ANCONA: INTERNATIONAL FISHING FAIR – June 25-July 9.
* Apply, The Italian Chamber of Commerce, 31 Old Burlington Street, London, W.1. (Tel. Regent 2411).

MUNICH: INTERNATIONAL D L G-SPECIAL EXHIBITION FOR DAIRY TECHNIQUE – July 4-9.
Apply, German Agricultural Society, Zimmerweg 16, Frankfurt am Main.

KIEV: INTERNATIONAL POULTRY EXHIBITION – August 15-28.
Apply, Directorate of the International Poultry Exhibition, Kiev 85, USSR.

PARIS: INTERNATIONAL DAIRY EQUIPMENT EXHIBITION – November 13-21.
† Apply, M. Caron, 3 rue La Boetie, Paris, 8e.

Aircraft and Aeronautical Equipment

HANOVER: GERMAN AVIATION EXHIBITION – April 29-May 8.
† Apply, Schenkers Ltd., Royal London House, 13 Finsbury Square, London, E.C.2. (Tel. Metropolitan 9711).

TURIN: INTERNATIONAL AERONAUTICAL EXHIBITION – June 4-12.
† Apply, International Committee of Airport Systems, 12 Kendrick Mews, Kendrick Place, London, S.W.7. (Tel. Knightsbridge 7512).

Books and Periodicals

FRANKFURT: INTERNATIONAL BOOK FAIR – September 22-27.
* Apply, Auslands-und Messeburo des Borsenvereins, Kleiner Hirsch Graben 10/12, Frankfurt-Am-Main.

Building and Public Works

BRUSSELS: BUILDING MATERIALS AND ACCESSORIES EXHIBITION (BATIMENT) – January 29-February 6.
* Apply, The Building Exhibition, 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

VERONA: INTERNATIONAL EXHIBITION OF EARTH MOVING AND BUILDING MACHINERY (SA.MO.TER) – February 2-7.
* Apply, Ente Autonomo per le Fiere di Verona, Casella Postale 199, Viale del Lavoro, Verona.

MUNICH: INTERNATIONAL EXHIBITION OF BUILDING MACHINES (BAUMA) – March 19-27.
* Apply, The Building Exhibition Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

MUNICH: INTERNATIONAL TRADE FAIR OF BUILDING MATERIALS AND INTERIOR DECORATION (BAU) March 19-27.
* Apply, The Building Exhibition Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

PARIS: INTERNATIONAL BUILDING AND PUBLIC WORKS MATERIALS AND EQUIPMENT EXHIBITION (EXPOMAT) – May 12-22.
† Apply, Salon International du Material de Travaux Public et de Batiment, 1 Avenue Niel, Paris 17e.

PARIS: PRESTRESSED CONCRETE CONGRESS AND EXHIBITION – June 11-18.
Apply, Secretary, Prestressed Concrete Development Group, Terminal House, Grosvenor Gardens, London, S.W.1. (Tel. Belgravia 6661).

ESSEN: GERMAN BUILDING EXHIBITION (DEUBAU) – September 17-25.
* Apply, Gemeinnutzige Ausstellungs GmbH, Norbertstrasse 2, Essen.

Chemicals and Allied Industries including Plastics

COPENHAGEN: INTERNATIONAL PLASTICS FAIR (NORDPLAST) – April 22-May 2.
† Apply, Universal Fair and Exhibition Service Ltd., 17 Blaagaardsgade, Copenhagen.

PARIS: INTERNATIONAL PLASTICS AND RUBBER EXHIBITION (EUROPLASTIQUE) – May 20-30.
Apply, Du Mont Publicity Co. Ltd., 18 Queensberry Place, London, S.W.7. (Tel. Kensington 1700).

BELGRADE: 5TH INTERNATIONAL FAIR OF CHEMICAL INDUSTRIES – June 19-26.
Apply, Belgrade Fair, Beograd, Bulevar Vojvode Misica 14, PO Box No. 408.

UTRECHT: INTERNATIONAL PLASTICS FAIR (MACROPLASTIC) – October 19-26.
Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

Clothing and Footwear

PARIS: EUROPEAN MEN'S WEAR EXHIBITION – February 13-15.
* Apply, Promas, 8 Rue de Richelieu, Paris 1er.

BERLIN: FASHION WEEK – March 7-15.
* Apply, Industrie und Handelskammer zu Berlin, Hardenbergstrasse 16-18, 1 Berlin 12.

DUSSELDORF: INTERNATIONAL FASHION AND SALES WEEK (IGEDO) – March 20-23.
* Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

DUSSELDORF: 21ST GERMAN FOOTWEAR SAMPLES DISPLAY (G.D.S.) – March 26-28.
* Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

UTRECHT: CHILDREN'S AND BABIES' WEAR EXHIBITION (HET KIND) – March.
* Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

UTRECHT: INTERNATIONAL FOOTWEAR TRADE FAIR – April 12-14.
Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

BERLIN: FASHION WEEK – April 13-22.
* Apply, Industrie und Handelskammer zu Berlin, Hardenbergstrasse 16-18, Berlin 12.

PARIS: INTERNATIONAL EXHIBITION OF WOMEN'S READY-TO-WEAR CLOTHES – April 16-21.
* Apply, Salon International du Prêt-à-Porter Feminin, 23 Rue Notre-Dame-Des-Victoires, Paris 2e.

COLOGNE: INTERNATIONAL BABIES' AND CHILDREN'S FAIR – April 22-24.
* Apply, H. E. Melsom, MBE, Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

DUSSELDORF: INTERNATIONAL FASHION AND SALES WEEK (IGEDO) – April 24-27.
* Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

COLOGNE: INTERNATIONAL MEN'S FASHION WEEK – August 26-28.
* Apply, H. E. Melsom, MBE, Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

BERLIN: FASHION WEEK – September 5-13.
* Apply, Industrie-und Handelskammer zu Berlin, Hardenbergstrasse 16-18, 1 Berlin 12.

UTRECHT: CHILDREN'S AND BABIES' WEAR EXHIBITION (HET KIND) – September 5-13.
* Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

DUSSELDORF: INTERNATIONAL FASHION AND SALES WEEK (IGEDO) – September 15-18.
* Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

COLOGNE: INTERNATIONAL FAIR OF LINGERIE, FOUNDATION GARMENTS AND UNDERWEAR – September 15-18.
* Apply, H. E. Melsom, MBE, Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

DUSSELDORF: 22ND GERMAN FOOTWEAR SAMPLES DISPLAY (GDS) – September 24-26.
* Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

Display and Shop Equipment

DUSSELDORF: 'EUROSHOP 1966' EUROPEAN EXHIBITION AND CONFERENCE FOR SHOPFITTING AND DISPLAY – June 11-15.
Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

Engineering, Radio and Electrical Goods

PARIS: INTERNATIONAL EXHIBITION OF ELECTRONIC COMPONENTS – February 3-8.
* Apply, Federation Nationale des Industries Electroniques, 16 rue de Presles, Paris 15e.

COPENHAGEN: INTERNATIONAL FAIR FOR ELECTRONICS, AUTOMATION AND INSTRUMENTS – February 25-March 6.
Apply, The Secretariat, 1 Julius Thomsens Plads, Copenhagen V.

PARIS: INTERNATIONAL FESTIVAL OF SOUND – March 10-15.
* Apply, Commissaire Generale, 16 rue de Presles, Paris, 15e.

PARIS: ELECTRIC AND MECHANICAL INDUSTRIES EXHIBITION (MECANELEC) – April 15-24.
† Apply, Managing Director, 40 rue di Colisee, Paris, 8e.

ROME: INTERNATIONAL EXHIBITION OF ELECTRONICS, NUCLEAR ENERGY AND TELEVISION, RADIO AND CINEMATOGRAPHY – June.
* Apply, Rassegna Internazionale Electronica Nucleare E Teleradicine Matografica, Via Crescenzio No. 9, Rome.

CHARLEROI: INTERNATIONAL TECHNICAL EXHIBITION – September 16-25.
† Apply, Weigel Leygonie & Co. Ltd., 31/32 King Street, London, W.C.2. (Tel. Temple Bar 4825).

UTRECHT: INTERNATIONAL EUROPEAN EXHIBITION OF METAL FINISHING EUROFINISH/VOM '66 – September 20-24.
Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

STOCKHOLM: TECHNICAL FAIR – September 30-October 6.
* Apply, Trade Fairs and Promotions Ltd., Commonwealth House, 1/19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

AMSTERDAM: FIAREX '66 – October 10-14.
† Apply, FIAR Minervalaan 82, h.s., Amsterdam.

GENOA: INTERNATIONAL WELDING EXHIBITION – October 15-23.
† Apply, Exhibitions and Trade Fairs Ltd., 10 Clifford Street, London, W.1. (Tel. Regent 0511).

Foodstuffs, Food Machinery, Hotel and Catering

AMSTERDAM: INTERNATIONAL HOTEL, CAFE AND RESTAURANT EXHIBITION – January 3-6.
* Apply, RAI Gebouw N.V., Internationaal Tentoonstelling-Scentrum, Europaplein 8, Amsterdam.

UTRECHT: INTERNATIONAL FOOD FAIR (ROKA) – April 25-29.
† Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

ZURICH: INTERNATIONAL BAKERY AND CONFECTIONERY TRADE FAIR – May 13-22.
* Apply, Zuspa Genossenschaft Zurcher Spezial – Ausstellungen, Nordstrasse 20, Zurich, 6.

COPENHAGEN: 6TH INTERNATIONAL A.I.D.A. CONGRESS AND EXHIBITION (FOOD) – June 23-July 3.
Apply, General Secretariat, A.I.D.A., Congress, 2 Trommesalen, Copenhagen, V.

PARIS: INTERNATIONAL CONFECTIONERY EXHIBITION (INTERSUC) – September 11-14.
* Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

MUNICH: INTERNATIONAL EXHIBITION OF PROVISIONS AND FINE FOODS (IKOFA) – September 16-25.
† Apply, Verein Ausstellungspark Munchen E.V., Theresienhohe 13, 8000 Munich 12.

MONTPELIER: INTERNATIONAL VINICULTURAL AND WINE FAIR – October 8-18.
* Apply, Foire Internationale de la Vigne et du Vin, 11 bis rue de la Loge, Montpelier.

PARIS: INTERNATIONAL HOTEL AND CATERING EQUIPMENT EXHIBITION, EQUIP'HOTEL – October 13-24.
* Apply, M. Willard, 15 rue de Liege, Paris 9e.

DIJON: FOIRE GASTRONOMIQUE (NATIONAL FOOD, WINES AND GASTRONOMY EXHIBITION) – October 29-November 11.
* Apply, Palais des Expositions, Boulevard de Champagne, Dijon.

BERLIN: GERMAN RESTAURANT AND CATERING CONFECTIONERY AND FOOD EXHIBITION – November 4-13.
† Apply, Berliner Ausstellungen, 1 Berlin 19, Messedamm 22.

PARIS: INTERNATIONAL FOOD SALON (SIAL) – November 13-21.
Apply, Madame Jeanne Dench, 16 Sandyford Place, Glasgow, C.3. (Tel City 4461/5).

PARIS: FOOD EQUIPMENT INDUSTRIES EXHIBITION (MATERAL) – November 13-21.
* Apply, Salon International de l'Equipement des Industries de l'Alimentation, 42 rue du Louvre, Paris, 1er.

PARIS: INTERNATIONAL EXHIBITION FOR THE MALT AND BEER INDUSTRIES – November 13-21.
Apply, M. Caron, 3 rue La Boetie, Paris, 8e.

PARIS: INTERNATIONAL EXHIBITION OF MATERIALS, TECHNIQUES AND WHOLESALE TRADE IN THE MEAT INDUSTRY (MATIC) – November 13-21.
Apply, 'Matic,' 42 rue du Louvre, Paris 1er.

Furniture, Furnishings, Household Equipment and Hardware

PARIS: INTERNATIONAL EXHIBITION OF FURNITURE EQUIPMENT AND MATERIAL SUPPLIES – January 19-24.
† Apply, "Appromeuble", 22 Avenue Franklin-Roosevelt, Paris 8e.

COLOGNE: INTERNATIONAL FURNITURE FAIR – January 25-30
* Apply, H. E. Melsom, MBE, Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

COLOGNE: INTERNATIONAL HOUSEHOLD GOODS AND HARDWARE FAIR – March 3-6.
* Apply, H. E. Melsom, MBE, Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

PARIS: INTERNATIONAL DOMESTIC ARTS EXHIBITION (ARTS MENAGERS) – March 6-21.
* Apply, Commissariat General du Salon des Arts Menagers, Palais de la Defense 15 Avenue Division-Leclerc, Puteaux (Seine). (Tel. SAB: 16.40).

LYONS: INTERNATIONAL EXHIBITION OF IRONMONGERY, TOOLS, HOUSEHOLD EQUIPMENT AND HEATING – April 1-4.
* Apply, Exhibitions and Trade Fairs Ltd., 10 Clifford Street, London, W.1. (Tel. Regent 0511).

AMSTERDAM: INTERNATIONAL HOUSEHOLD FAIR – April 15-24.
* Apply, CES (Overseas) Ltd., 225c Balham High Road, London, S.W.19. (Tel. Balham 4650).

PARIS: COMMUNITY LIFE EXHIBITION – May 19-23.
Apply, Salon de la Vie Collective, 15 Avenue de la Division-Leclerc, Puteaux (Seine).

NAPLES: HOMES, FURNISHING AND CLOTHING EXHIBITION (FIERA DELLA CASA) – June/July.
* Apply, Ente Autonomo Mostra D'Oltremare, Piazza Campi Flegrei, Nap'es.

BASLE: INTERNATIONAL HARDWARE EXHIBITION (INTERFEREX) – September 4-6.
* Apply, Denis G. Love, Esq., International Marketing Advertising Design Group, 18 Swakeleys Drive, Ickenham, Middlesex. (Tel. Uxbridge 4891).

UTRECHT: TRADE FAIR FOR FURNITURE AND FURNISHINGS (INTER-DECOR) – September 5-13.
Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

COLOGNE: INTERNATIONAL HOUSEHOLD GOODS AND HARDWARE FAIR – September 9-11.
* Apply, H. E. Melsom, MBE, Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

LYONS: FURNITURE FAIR (MEUROPAM) – October 1-4.
* Apply, Exhibitions and Trade Fairs (Overseas) Ltd., 10 Clifford Street, London, W.1. (Tel. Regent 0511).

Handicrafts and Fancy Goods, etc.

FLORENCE: INTERNATIONAL HANDICRAFT FAIR – April 23-May 8.
* Apply, Mostra-Mercato Nazionale dell Artigianato, Piazza Della Liberta, Florence.

MUNICH: INTERNATIONAL HANDICRAFTS FAIR – May 12-22.
* Apply, Du Mont Publicity Co. Ltd., 18 Queensberry Place, London, S.W.7. (Tel. Kensington 1700).

Heating and Ventilating

STUTTGART: INTERNATIONAL TRADE FAIR FOR OIL AND GAS FIRING (INTHERM) – March 30-April 3.
* Apply, CES (Overseas) Limited, 225c Balham High Road, London, S.W.17 (Tel. Balham 4650).

Horticulture and Horticultural Equipment

BRUSSELS: INTERNATIONAL GARDEN SHOW – February 25-March 6.
* Apply, 'The Garden' Information Centre, 14 Rue Duquesnoy, Brussels 1. (Tel. 12.21.87/13:11:93).

GENOA: INTERNATIONAL FLOWER AND PLANT EXHIBITION (EUROFLORA) – April 30-May 8.
Apply, Exhibitions and Trade Fairs Ltd., 10 Clifford Street, London, W.1. (Tel. Regent 0511).

Hospital and Medical Equipment

PARIS: INTERNATIONAL HEALTH EXHIBITION – March 28-April 1.
Apply, Techniques Hospitalieres Medico-Sociales et Sanitaires, 37 rue de Montholon, Paris, 9e.

BERLIN: INTERNATIONAL PHARMACEUTICAL AND MEDICAL APPARATUS EXHIBITION – June 1-5.
Apply, Kongressgesellschaft fur Arztliche Fortbildung eV., 1 Berlin 41. (Steglitz), Klingsorstrasse 21.

MUNICH: 20TH INTERNATIONAL CONGRESS AND EXHIBITION OF OPHTHALMOLOGY – August 14-19.
Apply, Kongress Buro, 8 Munchen 15, Beethovenstrasse, 8.

COLOGNE: INTERNATIONAL TRADE EXHIBITION FOR CHEMISTS (INDROFA) – September 23-27.
† Apply, H. E. Melsom, MBE, Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

ZURICH: INTERNATIONAL TRADE FAIR FOR MEDICAL AND HOSPITAL EQUIPMENT – October 6-10.
* Apply, Arbeitsgemeinschaft fur Fachmessen Plattenstrasse 44. (Tel. Zurich 7.32).

Leather, Leather Goods and Fur

BRUSSELS: INTERNATIONAL LEATHER GOODS EXHIBITION – January 9-16.
* Apply, Salon de la Maroquinerie, 52 Rue du Progres, Brussels.

MILAN: INTERNATIONAL LEATHER EXHIBITION (MIPEL) – January 22-26.
* Apply, Mercato Italiano della Pelleteria, (MIPEL), Via Leopardi 14, Milan.

OFFENBACH: INTERNATIONAL LEATHER GOODS TRADE FAIR – February 26-March 3.
* Apply, Offenbacher Messe GmbH, Kaiserstrasse 108-112, Offenbach am Main.

FRANKFURT: INTERNATIONAL FUR FAIR – March 30-April 3.
* Apply, Frankfurter Rauchwaren-Messe GmbH, Borsenstrasse 8, 6 Frankfurt am Main.

PARIS: INTERNATIONAL FUR TRADE EXHIBITION – April 14-18.
* Apply, M. Lebel, 36 Avenue de l'Opera, Paris, 2e. (Tel. Ely 58.27).

COPENHAGEN: INTERNATIONAL LEATHER GOODS FAIR – May 6-11.
Apply, Udstillingshallen Forum A/S Julius Thomsens Plads, Copenhagen V.

UTRECHT: SUMMER TRADE FAIR FOR TRAVEL AND LEATHER GOODS – June 27-July 1.
Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

OFFENBACH: INTERNATIONAL LEATHER GOODS FAIR – August 27-September 1.
* Apply, Offenbacher Messe GmbH, Kaiserstrasse 108-112, Offenbach am Main.

PARIS: INTERNATIONAL LEATHER WEEK – September 8-13.
* Apply, The Secretary, Conseil National du Cuir, 2 Rue Edouard VII, Paris 9e. (Tel. OPE 68.60).

Motor Vehicles, Motor Cycles and Bicycles

BRUSSELS: INTERNATIONAL MOTOR, MOTOR CYCLE AND CYCLE EXHIBITION – January 12-23.
* Apply, Salon de l'Automobile de la Moto et du Cycle, 22 rue du Luxembourg, Brussels, 4.

AMSTERDAM: INTERNATIONAL COMMERCIAL VEHICLE EXHIBITION – February 3-13.
† Apply, Netherlands Cycle and Automobile Industry Association, Europaplein 8, Amsterdam, Z.1.

AMSTERDAM: INTERNATIONAL MOTORCYCLES, MOPEDS, CYCLES AND ACCESSORIES EXHIBITION – February 24-March 6.
* Apply, RAI (Netherlands Association of the Cycle and Automobile Industry) Europaplein 8, Amsterdam.

GENEVA: INTERNATIONAL MOTOR EXHIBITION – March 10-20.
* Apply, Salon International de l'Automobile, 5 rue Jacques-Balmat, Geneva.

COLOGNE: INTERNATIONAL BICYCLE AND MOTOR CYCLE EXHIBITION (IFMA) – September 24-28.
† Apply, H. E. Melsom, MBE, Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

PARIS: INTERNATIONAL MOTOR CAR, CYCLE, MOTORCYCLE AND SPORTS EXHIBITION – October 6-16.
* Apply, R. C. Liebman, 178 Fleet Street, London, E.C.4. (Tel. City 5889).

TURIN: INTERNATIONAL MOTOR SHOW – October-November.
* Apply, Comitato Organizzatore, Salone Internazionale dell Automobile, Corso Galileo Ferraris 61, Turin, Italy.

Nuclear Energy

BASLE: INTERNATIONAL NUCLEAR INDUSTRIES FAIR – September 8-14.
Apply, The Secretary, Nuclex 66, Basle 21.

Office Machinery and Equipment

MOSCOW: INTERNATIONAL BUSINESS EQUIPMENT EXHIBITION – September 1-15.
Apply, Directorate of the International Exhibition 'Equipment and Appliances for Mechanization of Designing, Technical and Office Work,' 6 Kuibyshev Street, Moscow, USSR.

PARIS: BUSINESS MACHINES AND OFFICE EQUIPMENT EXHIBITION (SICOB) – October 13-22.
* Apply, Salon de l'Equipement de Bureau, 6 Place de Valois, Paris 1er.

Packaging Machinery and Materials

DUSSELDORF: 4TH INTERNATIONAL TRADE FAIR OF PACKAGING MACHINERY AND MATERIALS AND CONFECTIONERY MACHINERY (INTERPACK) – May 12-18.
Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

PARIS: INTERNATIONAL PACKAGING EXHIBITION – November 13-21.
† Apply, Salon de l'Emballage, 20 rue Carpeaux, Puteaux (Seine).

PARIS: INTERNATIONAL BOTTLING EQUIPMENT AND ALLIED INDUSTRIES EXHIBITION – November 15-21.
† Apply, M. Caron, 3 rue La Boetie, Paris 8e.

Police Equipment

HANOVER: INTERNATIONAL POLICE EXHIBITION – August 27-September 11.
Apply, Schenkers Ltd., Sunlight Wharf, Upper Thames Street, London, E.C.4. (Tel. Metropolitan 9711).

Pottery and Glass

PARIS: INTERNATIONAL CHINA, GLASSWARE AND POTTERY EXHIBITION – June 18-23.
* Apply, Commissaire General, 32 rue de Paradis, Paris 10e.

Scientific, Surgical and Photographic Instruments

COLOGNE: INTERNATIONAL PHOTO AND CINEMA EXHIBITION ('PHOTOKINA') – October 1-9.
Apply, H. E. Melsom, MBE, Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

BASLE: INTERNATIONAL CONGRESS AND EXHIBITION OF LABORATORY MEASUREMENT AND AUTOMATION TECHNIQUES IN CHEMISTRY – October 17-22.
Apply, Sekretariat, Ilmac, Basle, 21.

MUNICH: INTERNATIONAL EXHIBITION OF MEASURING INSTRUMENTS AND ELECTRONIC COMPONENTS (ELECTRONICA) – October 20-26.
† Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W1. (Tel. Hunter 1951).

Ships and Boats

PARIS: INTERNATIONAL PLEASURE BOAT EXHIBITION – January 13-23.
* Apply, Exhibitions and Trade Fairs (Overseas) Ltd., 10 Clifford Street, London, W.1. (Tel. Regent 0511).

HAMBURG: BOAT SHOW – January 20-26.
* Apply, Planten un Blomen, Ausstellungspark der Freien und Hansestadt Hamburg, Am Dammtor, Hamburg 36.

MALMO: 2ND INTERNATIONAL BOAT SHOW – January 21-30.
* Apply, AB Malmo Batutstallning, Box 10 Kullavik, Gothenburg.

GENOA: INTERNATIONAL BOAT SHOW, CARAVAN AND CAMPING EXHIBITION – February 5-15.
* Apply, Exhibitions and Trade Fairs Ltd., 10 Clifford Street, London, W.1. (Tel. Regent 0511).

COPENHAGEN: INTERNATIONAL BOAT EXHIBITION – February 8-13.
Apply, Scandinavian Boat Show Ltd., Skindergade 29, Copenhagen.

GOTHENBURG: INTERNATIONAL SWEDISH BOAT SHOW – February 11-20.
* Apply, AB Svenska, Batutstallning, Industrihallen Masshallarna, Gothenburg, S.

BERLIN: INTERNATIONAL BOAT SHOW AND AQUATIC EXHIBITION – March 4-13.
* Apply, Berliner Ausstellungen, 1 Berlin 19, Messedamm 22.

STOCKHOLM: INTERNATIONAL BOAT SHOW – March 17-28.
* Apply, 'Allt for Sjon' Fack, Storangsvagen 18, Stockholm No.

Textiles

PARIS: INTERNATIONAL TEXTILE FAIR – May 23-26.
† Apply, Commissaire Generale, Marché Textile, 10 rue d'Anjou, Paris 8e.

FRANKFURT: INTERNATIONAL TEXTILE EXHIBITION (INTERSTOFF) – June 7-10.
* Apply, LEP Transport Limited, Sunlight Wharf, Upper Thames Street, London, E.C.4. (Tel. Central 5050).

Toys, Games and Sports Equipment

PARIS: INTERNATIONAL TOY EXHIBITION – February 6-12.
Apply, Salon International du Jouet, 93 Rue de Turenne, Paris 3e.

MILAN: INTERNATIONAL TOY FAIR – February 6-13.
* Apply, Secretary, Salone Internazionale del Giocattolo, Via Piatti 4, Milan.

NUREMBERG: INTERNATIONAL TOY FAIR – February 13-18.
* Apply, LEP Transport Ltd., Sunlight Wharf, Upper Thames Street, London, E.C.4. (Tel. Central 5050).

AMSTERDAM: INTERNATIONAL YACHTING, CAMPING AND CARAVAN EQUIPMENT EXHIBITION (HISWA) – March 18-27.
* Apply, RAI Gebouw, Europaplein 8, Amsterdam 2.

GRENOBLE: INTERNATIONAL WINTER SPORTS EXHIBITION – March 26-30.
* Apply, Foire de Grenoble, 1 Place Jacqueline-Marval, Grenoble.

ANCONA: INTERNATIONAL FISHING FAIR – June 25-July 9.
* Apply, The Italian Chamber of Commerce, 31 Old Burlington Street, London, W.1. (Tel. Regent 2411).

COLOGNE: INTERNATIONAL TRADE FAIR OF SPORTS GOODS, CAMPING EQUIPMENT AND GARDEN FURNITURE (SPOGA) – October 23-25.
* Apply, H. E. Melsom, MBE, Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

PARIS: INTERNATIONAL PROFESSIONAL OPEN AIR AND FISHING EQUIPMENT EXHIBITION – October 29-31.
* Apply, Spodex, 149 rue St. Honore, Paris 1er.

Watches and Clocks

BESANCON: INTERNATIONAL CLOCK AND WATCHMAKING INDUSTRY EXHIBITION – September 3-12.
* Apply, Commissariat General, Salon International de l'Horlogerie, 54 Grande-Rue, Besancon.

Wood and Woodworking Machinery

KLAGENFURT: AUSTRIAN TIMBER FAIR – August 11-21.
* Apply, CES (Overseas) Ltd., 225c Balham High Road, London, S.W.17. (Tel. Balham 4650).

1967—General

UTRECHT: INTERNATIONAL SPRING TRADE FAIR – March 6-14 (provisional dates).
* Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

BASLE: SWISS INDUSTRIES FAIR – April 15-25.
* Apply, Swiss Embassy, 18 Montagu Place, Bryanston Square, London, W.1. (Tel. Paddington 0701).

HANOVER: HANOVER FAIR – April 29-May 7.
* Apply, Schenkers Ltd., Royal London House, 13 Finsbury Square, London, E.C.3. (Tel. Metropolitan 9711).

1967—Specialized

Chemical and Allied Industries including Plastics

DUSSELDORF: INTERNATIONAL PLASTICS EXHIBITION (KUNSTSTOFFE) – October.
Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

Clothing and Footwear

PIRMASENS: SHOE LEATHER AND MACHINERY FAIR – April 22-27.
Apply, Messeleitung, Dankelsbachstrasse 19, PO Box 860, 678 Pirmasens, Germany.

PARIS: INTERNATIONAL EXHIBITION OF WOMEN'S READY-TO-WEAR CLOTHES (Prêt-à-Porter) – April.
* Apply, Salon International du Prêt-à-Porter Feminin, 23 rue Notre-Dame-des-Victoires, Paris, 8e.

Engineering, Radio and Electrical Goods

ACHEMA: 15TH CHEMICAL ENGINEERING EXHIBITION CONGRESS – June 21-29.
Apply, Deutsche Gesellschaft Fur Chemisches Apparatewesen EV, 6 Frankfurt (Main), Dechema-Haus Theodor-Heuss Allee 25.

AMSTERDAM: RADIO AND TELEVISION EXHIBITION (FIRATO) – September.
† Apply, RAI, Gebouw, Europaplein 8, Amsterdam 2.

Furniture, Furnishings, Household Equipment and Hardware

COLOGNE: INTERNATIONAL HOUSEHOLD GOODS AND HARDWARE FAIR – February 23-26.
* Apply, H. E. Melsom, MBE, Cologne International Trade Fairs, Room 229, Abbey House, Victoria Street, London, S.W.1. (Tel. Sullivan 2134).

Heating and Ventilating

FRANKFURT: INTERNATIONAL TRADE EXHIBITION OF SANITARY AND HEATING TECHNIQUES – April 1-9.
Apply, LEP Transport Ltd., Sunlight Wharf, Upper Thames Street, London, E.C.4. (Tel. Central 5050).

Hospital and Medical Equipment

GOTHENBURG: INTERNATIONAL MEDICAL CARE AND HEALTH EXHIBITION – September 28-October 5.
Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

Printing and Stationery

DUSSELDORF: DRUPA '67, INTERNATIONAL PAPER AND PRINTING EXHIBITION – May 26-June 8.
Apply, John Buck (Trade Fair Agencies) Ltd., 44 Newman Street, London, W.1. (Tel. Museum 9325).

Scientific, Surgical and Photographic Instruments

UTRECHT: INSTRUMENTS IN INDUSTRY AND SCIENCE EXHIBITION (HET INSTRUMENT) – September.
† Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

Ships and Boats

HÄLSINGBORG: INTERNATIONAL SHIPPING EXHIBITION – August 31-September 10.
Apply, Hälsingborg Exhibitions Ltd., Hamntobget, Hälsingborg, Sweden.

Congresses and Associated Exhibitions

PARIS: INTERNATIONAL VETERINARY CONGRESS – July 17-22.
Apply, Monsieur le Professeur Fontaine, Ecole Nationale Vétérinaire d'Alfort (Seine), Paris.

SECTION III

Trade fairs and exhibitions outside Europe

1966: General

MELBOURNE: INTERNATIONAL TRADE FAIR – March 2-19.
Apply, U.K. Agents – William Coward & Co. Ltd., 3, St. James's Square, London, S.W.1. (Tel.: Whitehall 5532).

JOHANNESBURG: RAND EASTER SHOW – March 29-April 11.
* Apply, Witwatersrand Agricultural Society, PO Box 4344, Johannesburg.

OSAKA: OSAKA INTERNATIONAL TRADE FAIR – April 9-29.
† Apply, Osaka International Trade Fair Commission, Honmachibashi, Higashi-ku, Osaka, Japan.

SAN FRANCISCO: U.S. WORLD TRADE FAIR – May 12-22. At the Civic Auditorium, Brook Hall.
Apply, Agran Displays Limited, 15 Trinity Square, London, E.C.3. (Tel. Royal 6666).

TEL AVIV: INTERNATIONAL TRADE FAIR – June 21-July 9.
Apply, Industrial and Trade Fairs Ltd., Commonwealth House, 1-19 New Oxford Street, London, W.C.1. (Tel.: No. Chancery 9011).

TORONTO: CANADIAN NATIONAL EXHIBITION – August 19-September 5. At Exhibition Park.
* Apply, Canadian National Exhibition Representative, Columbia House, 3 Lower Regent Street, London, S.W.1. (Tel. Whitehall 2794).

BOGOTA: SIXTH INTERNATIONAL TRADE FAIR – September 1-20.
Apply, Corporacion De Ferias Y Exposiciones S.A. Bogota DE Colombia.

BANGKOK: ASIAN TRADE FAIR (ECAFE) – November 17-December 10.
Apply, Department of Economic Relations, Ministry of Economic Affairs, Bangkok.

1966: Specialized

Sir Norman Kipping, chairman of British Overseas Fairs Ltd., and Mr. Douglas Jay, President of the Board of Trade, on the Gestetner stand at the British Exhibition in Tokyo, October 1965.

Agriculture, Forestry, Fishing and Agricultural Machinery

TORONTO: CANADA FARM AND INDUSTRIAL EQUIPMENT TRADE SHOW – January 26-29.
* Apply, Canada Farm and Industrial Equipment Trade Show, 4881 Yonge Street, Willowdale, Ontario.

Building and Public Works

CLEVELAND: INDUSTRIAL INSTITUTIONAL COMMERCIAL BUILDING EXPOSITION – March 21-24.
Apply, United Kingdom Agents: The Building Exhibition, 11 Manchester Square, London, W.1. (Tel. Hunter 1951).
TORONTO: CONSTRUCTION AND PUBLIC WORKS SHOW – December 5-8. At Exhibition Park.
† Apply, Mr. L Haines. Industrial and Trade Shows of Canada, 481 University Avenue, Toronto 2, Canada.

Chemicals and Allied Industries including Plastics

TORONTO: PLASTICS SHOW OF CANADA – May 2-5. At Exhibition Park.
† Apply, Mr. J. Neil. Industrial and Trade Shows of Canada, 481 University Avenue, Toronto 2, Canada.
TULSA: INTERNATIONAL PETROLEUM EXPOSITION – May 12-21.
Apply, Martin C. Dwyer Inc., 75 E. Wacker Drive, Chicago, Illinois.
NEW YORK: NATIONAL PLASTICS EXHIBITION – June 6-10.
Apply, The Society of The Plastics Industry Inc., 250 Park Avenue, New York 17, N.Y.

Engineering, Radio and Electrical Goods

LOUISVILLE: 14TH NATIONAL AIR CONDITIONING, HEATING AND REFRIGERATION EXPOSITION – January 31 – February 3.
Apply, Air Conditioning and Refrigeration Institute, 1815 North Fort Myer Drive, Arlington, Virginia.
LOS ANGELES: WESTERN METAL AND TOOL EXPOSITION – March 7-11.
At the Great Western Exhibit Centre. Apply, American Society for Metals, Metals Park, Ohio.
NEW YORK: INTERNATIONAL ELECTRICAL AND ELECTRONICS ENGINEERS CONVENTION – March 21-24.
* Apply, Mr. W. Copp, Dept. 72, W. 45th Street, New York N.Y.
CLEVELAND: 17TH NATIONAL PLANT ENGINEERING AND MAINTENANCE SHOW – March 21-24. At Public Auditorium.
* Apply, UK Agents: Exhibition Consultants Limited, 11 Manchester Square, London, W.1. (Tel. Hunter 1951).
DETROIT: ASTME ENGINEERING CONFERENCE AND TOOL EXPOSITION – April 18-22.
* At Cobo Hall. Apply, The American Society of Tool and Manufacturing Engineers, 20501 Ford Road, Dearborn, Michigan.
TORONTO: MINING AND METALLURGY SHOW – May 2-5.
Apply, Industrial and Trade Shows of Canada, 481 University Avenue, Toronto 2, Ontario.
CHICAGO: DESIGN ENGINEERING SHOW – May 9-12.
* Apply, Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).
CLEVELAND: FOUNDRY CONGRESS AND CASTINGS EXHIBITION – May 9-13.
At Public Auditorium. Apply, The American Foundrymen's Society, Golf and Wolf Road, Des Plaines, Illinois.
SYDNEY: INTERNATIONAL ENGINEERING AND INDUSTRIAL EXHIBITION – August 15-20. At the R.A.S. Showground.
† Apply, Industrial Public Relations Services Pty. Ltd., Sydney, N.S.W.
LOS ANGELES: WESTERN ELECTRONIC SHOW AND CONVENTION-WESCON – August 23-26.
* At Sports Arena. Apply, Mr. D. Larsen, 3600 Wilshire Boulevard, Los Angeles 15.
OSAKA: 3RD JAPAN INTERNATIONAL MACHINE TOOL FAIR (JIMTOF) – October 15-26.
† Apply, Osaka International Trade Fair Commission, Honmachibashi Higashi-ku, Osaka, Japan.
CHICAGO: AMERICAN SOCIETY FOR METALS EXPOSITION – October 31-November 3. At McCormick Place.
* Apply, Mr. W. J. Hilty, American Society for Metals, Metals Park, Ohio.
CLEVELAND: FOURTH NATIONAL DIE CASTING EXPOSITION AND CONGRESS – November 14-17.
† Apply, Mr. John L. MacLaren, Society of Die Casting Engineers, 19382 James Couzens Highway, Detroit, Michigan.

Foodstuffs, Hotel Catering

TORONTO: CANADIAN RESTAURANT CONVENTION AND EXHIBITION – March 21-24.
* Apply, Canadian Restaurant Association, 60 Avenue Road, Toronto 5, Ontario.
CHICAGO: SUPER MARKET INSTITUTE CONVENTION AND EDUCATIONAL EXPOSITION – April 24-27.
* Apply, Manager, Convention Services, Super Market Institute Inc., 200 Ontario Street, Chicago, Illinois.
CHICAGO: NATIONAL RESTAURANT CONVENTION AND EXHIBITION – May 23-26.
* Apply, National Restaurant Association, 1530 North Lake Shore Drive, Chicago, Illinois.
WASHINGTON D.C.: NATIONAL CONFECTIONERS ASSOCIATION EXHIBITION – June 12-15. At Washington Hilton.
* Apply, National Confectioners Association, 36 South Wabash Avenue, Chicago, Illinois.

Furniture, Furnishings, Household Equipment and Hardware

ATLANTIC CITY: CHINA AND GLASS SHOW – January 3-7.
* Apply, Little Brothers Shows Inc., 220 Fifth Avenue, New York 1, New York.
CHICAGO: NATIONAL HOUSEWARES EXHIBITION – January 10-14.
* Apply, National Housewares Manufacturers' Association, 1130 Merchandise Mart, Chicago, Illinois.
TORONTO: CANADIAN HARDWARE SHOW – February 7-10.
* Apply, Canadian Retail Hardware Association, 290 Merton Street, Toronto 7, Ontario.
LOUISVILLE: INTERNATIONAL FURNITURE AND WOODWORKING SUPPLY FAIR – September 17-21. At Kentucky Fair and Exposition Centre.
Apply, National Association of Furniture Manufacturers Inc., 666 Lake Shore Drive, Chicago, Illinois

Handicrafts, Fancy Goods, etc.

LOS ANGELES: GIFT SHOW – January 21-28.
* Apply, Trade Shows Ltd., 3510 Council Street, Los Angeles 4, California.
CHICAGO: HOBBY INDUSTRY TRADE SHOW – January 30-February 3.
* Apply, Mr. W. L. MacMillan, Hobby Industries Association, 200 Fifth Avenue, New York 10, N.Y.
SAN FRANCISCO: GIFT SHOW – February 6-9.
Apply, Western Merchandise Exhibitors Association, 1355 Market Street, San Francisco 3, California.
TORONTO: GIFT SHOW – February 21-24.
* Apply, National Gift Shows, Seccombe House, 443 Mount Pleasant Road, Toronto, Ontario.
MONTREAL: GIFT SHOW – March 7-10.
* Apply, National Gift Shows, Seccombe House, 443 Mount Pleasant Road, Toronto 7, Ontario.
SAN FRANCISCO: GIFT SHOW – August 7-10.
Apply, Western Merchandise Exhibitors Association, 1355 Market Street, San Francisco 3, California.
MONTREAL: GIFT SHOW – August 29-September 1.
* Apply, National Gift Shows, Seccombe House, 443 Mount Pleasant Road, Toronto 7, Ontario.
TORONTO: GIFT SHOW – September 26-29.
* Apply, National Gift Shows, Seccombe House, 443 Mount Pleasant Road, Toronto 7, Ontario.

Hospital and Medical Equipment

TORONTO: ANNUAL CONVENTION AND EXHIBITION OF THE ONTARIO MEDICAL ASSOCIATION – May 9-13. At Royal York Hotel.
* Apply, Mr. A. K. Gillies, Ontario Medical Association, 244 St. George Street, Toronto.

Motor Vehicles, Motor Cycles and Bicycles

CHICAGO: 39TH ANNUAL NATIONAL AUTO ACCESSORIES EXPOSITION – January 24-27.
* At McCormick Place. Apply, Automotive Accessories Manufacturers of America, 1, Bala Avenue, Bala Cynwycd, Pa.
PERTH: MOTOR SHOW – February 3-9.
* Apply, Chamber of Automotive Industries, 1111 Hay Street, West Perth, Western Australia.
MONTREAL: BRITISH MOTOR SHOW – March 31-April 3.
* Apply, British Motor Show, c/o Cook Toledo Motors, Montreal P.Q.

Packaging

NEW YORK: NATIONAL PACKAGING EXPOSITION – April 25-28. At New York Coliseum.
* Apply, Clapp and Poliak Inc., 341 Madison Avenue, New York, N.Y. 10017.

TORONTO: CANADIAN NATIONAL PACKAGING EXPOSITION – November 1-3.
† Apply, Packaging Association of Canada, 25 Merton Street, Toronto 7, Ontario.

Ships and Boats

NEW YORK: NATIONAL MOTOR BOAT SHOW – January 12-23.
* Apply, National Association of Engine and Boat Manufacturers Inc., 420 Lexington Avenue, New York 17, N.Y.

BALTIMORE, MARYLAND: CHESAPEAKE BAY BOAT SHOW – February 3-8.
* Apply, Chesapeake Bay Boat Show, 1006 Cathedral Street, Baltimore 1, Maryland.

TORONTO: CANADIAN BOAT SHOW – February 4-12.
* Apply, Canadian Boat Show, Canadian National Sportsmen's Show, 85 King Street East, Toronto 1.

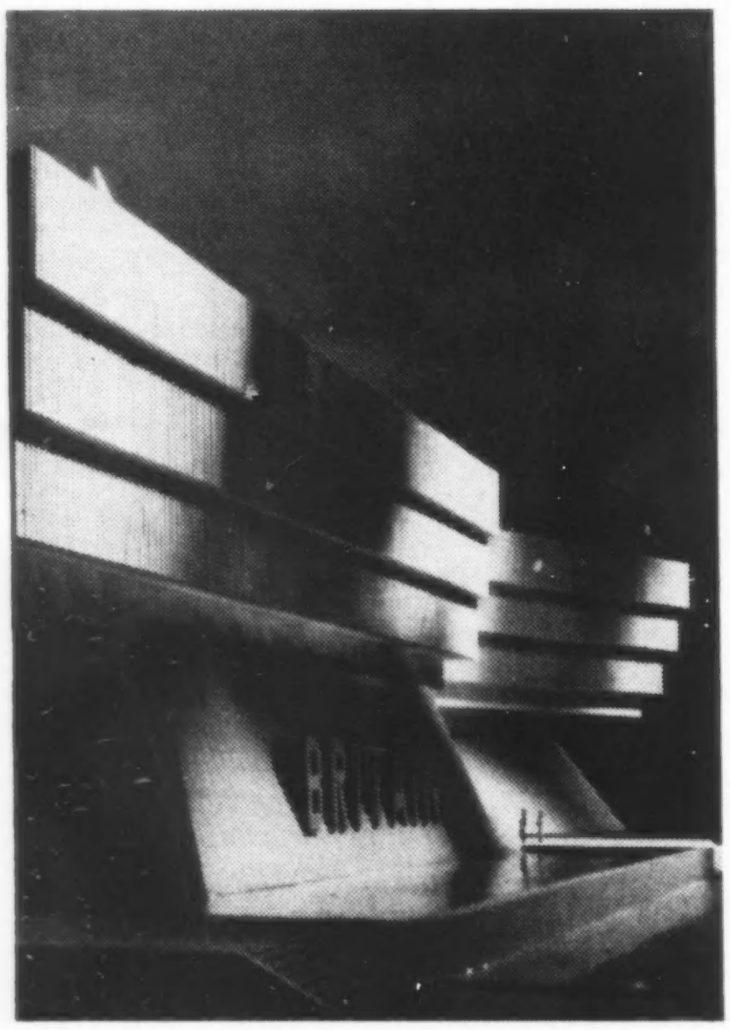
MIAMI: INTERNATIONAL BOAT SHOW – February 18-23.
* Apply, Miami International Boat Show Inc., 1333 South Miami Avenue, Miami Florida.

LOS ANGELES: SOUTHERN CALIFORNIA BOAT SHOW – February 18-27. At Pan Pacific Auditorium.
* Apply, Southern California Marine Association Inc., 630 South Kenmore Avenue, Los Angeles 5, California.

CHICAGO: NATIONAL BOAT, TRAVEL AND OUTDOORS SHOW – March 5-13.
* Apply, The Outboard Boating Club of America, 307 North Michigan Avenue, Chicago 1, Illinois.

Textiles

GREENVILLE: SOUTHERN TEXTILE EXPOSITION – October 17-21. At Textile Hall.
* Apply, Southern Textile Exposition, Textile Hall, P.O. Box 5823, Station B, Greenville S.C.



Model of the British Pavilion designed by Sir Basil Spence for the World Exhibition to be held in Montreal from April to October 1967.

Toys, Games and Sports Equipment

CHICAGO: NATIONAL SPORTING GOODS SHOW – January 30 – February 3.
* At McCormick Place and Palmer House Hotel. Apply, The Secretary, National Sporting Goods Association, 23 East Jackson Boulevard, Chicago, Illinois.

SAN FRANCISCO: NATIONAL SPORTS AND BOAT SHOW – February 4-13. At Cow Palace.
* Apply, National Sports and Boat Show, 325 Pacific Avenue, San Francisco 11, California.

NEW YORK: 16TH INTERNATIONAL TOY AND TRADE FAIR – March 6-11.
* Apply, International Trade Shows, 545 Fifth Avenue, New York 17, N.Y.

TORONTO: CANADIAN NATIONAL SPORTSMEN'S SHOW – March 11-19.
* Apply, Toronto Anglers' and Hunters' Association, 85 King Street East, Toronto, Ontario.

Miscellaneous

CHICAGO: MUSIC SHOW – July 10-14. At Conrad Hilton Hotel.
* Apply, Exhibition Manager, National Association of Music Merchants, 222 West Adams Street, Chicago, Illinois.

1967: General

VANCOUVER: BRITISH COLUMBIA INTERNATIONAL TRADE FAIR – May 17-27.
Apply, Agent General, British Columbia House, 1-3 Regent Street, London, S.W.1. (Tel. Whitehall 6857).

1967: Specialized

Engineering, Radio and Electrical Goods

CHICAGO: PLANT ENGINEERING AND MAINTENANCE SHOW – January 30-February 2. At McCormick Place.
* Apply, UK Agents: Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

TORONTO: NATIONAL INDUSTRIAL PRODUCTION SHOW OF CANADA – May 1-5.
† Apply, Show Manager, Production Show '67, Industrial and Trade Shows of Canada, 481 University Avenue, Toronto 2, Ontario.

NEW YORK: DESIGN ENGINEERING SHOW – May 15-18. At the Coliseum.
* Apply, United Kingdom Agents Exhibition Consultants Ltd., 11 Manchester Square, London, W.1. (Tel. Hunter 1951).

SECTION IV

Trade Fairs and Exhibitions in the United Kingdom

1966—General

LONDON: 'DAILY MAIL' IDEAL HOME EXHIBITION – March 1-26.
* At Olympia. Apply, Associated Newspapers Ltd., Exhibition Office, Harmsworth House, Bouverie Street, London, E.C.4. (Tel. Fleet Street 6000).

MANCHESTER: BRIGHTER HOMES EXHIBITION – March 8-26.
* At City Hall. Apply, Provincial Exhibitions Ltd., City Hall, Deansgate, Manchester 3. (Tel. Deansgate 6363).

1966—Specialized

Agriculture, Forestry, Fishing, Agricultural Machinery

LONDON: ROYAL DAIRY SHOW – October 25-28.
* At Olympia. Apply, Royal Association of British Dairy Farmers, 17 Devonshire Street, London, W.1. (Tel. Langham 6903).

LONDON: ROYAL SMITHFIELD SHOW – December 5-9.
* At Earls Court. Apply, Exhibition Manager, Smithfield Joint Committee, Forbes House, Halkin Street, London, S.W.1. (Tel. Belgravia 6611).

LONDON: INTERNATIONAL POULTRY SHOW – December 7-9.
* At Olympia. Apply, Iliffe Exhibitions Ltd., Dorset House, Stamford Street, London, S.E.1. (Tel. Waterloo 3333).

Building and Public Works

LONDON: INDUSTRIALIZED BUILDING SYSTEMS AND COMPONENTS EXHIBITION – May 10-21.
* At Crystal Palace. Apply, Industrial and Trade Fairs Ltd., 1/19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

MANCHESTER: BUILDING TRADES EXHIBITION – October 11-22.
† At City Hall. Apply, Provincial Exhibitions Ltd., City Hall, Deansgate, Manchester 3. (Tel. Deansgate 6363).

LONDON: PUBLIC WORKS AND MUNICIPAL SERVICES CONGRESS AND EXHIBITION – November 14-19.
† At Olympia. Apply, Municipal Agency Ltd., 3 Clement's Inn, London, W.C.2. (Tel. Chancery 1200).

Chemicals and Allied Industries including Plastics

LONDON: TECHNICAL EXHIBITION – March 14-18.
* At Alexandra Palace, N.22. Apply, The Secretary, Oil and Colour Chemists Association, Wax Chandlers' Hall, Gresham Street, London, E.C.2. (Tel. Monarch 1439).

LONDON: INTERNATIONAL CHEMICAL & PETROLEUM ENGINEERING EXHIBITION – June 15-24.
At Olympia. Apply, F. W. Bridges & Sons Ltd., Commonwealth House, 1/19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

Clothing and Footwear

BLACKPOOL: INTERNATIONAL SLIPPER FAIR – January 17-20.
† At Imperial Hotel. Apply, Shoe and Leather News (Exhibitions) Ltd., 84/88 Great Eastern Street, London, E.C.2. (Tel. Shoreditch 2071).

LONDON: INTERNATIONAL MEN'S AND BOYS' WEAR EXHIBITION – IMBEX – February 21-25.
* At Earls Court. Apply, Industrial and Trade Fairs Ltd., Commonwealth House, 1/19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

BRIGHTON: SMALLWARES TRADE FAIR – February 28-March 3.
* At Metropole Hotel. Apply, Trade and Technical Exhibitions Ltd., 1 Dorset Buildings, Salisbury Square, London, E.C.4 (Tel. Fleet Street 1555).

HARROGATE: AUTUMN SHOES EXHIBITION – April 18-21.
* Apply, British Footwear Manufacturers' Federation, Royalty House, 72 Dean Street, London, W.1. (Tel. Gerrard 5573/5).

LONDON: JUNIOR FASHION FAIR – April 25-28.
* At The Royal Horticultural Society's New Hall, S.W.1. Apply, National Children's Wear Association, 40/42 Oxford Street, London, W.1. (Tel. Museum 1833/4).

Display and Shop Equipment

LONDON: INTERNATIONAL DISPLAY MARKET WEEK – February 21-24.
* At Royal Garden Hotel, W.8. Apply, National Display Equipment Association, 2 Caxton Street, London, S.W.1. (Tel. Abbey 4813/4).

Henri Korman of the BBC French Language Services describing a new automatic Austin car at the 1965 Motor Show, London.

LONDON: SHOP FITTING AND SELF-SERVICE EXHIBITION – April 18-21.
* At Earls Court. Apply, Trade and Technical Exhibitions Ltd., 1 Dorset Buildings, Salisbury Square, London, E.C.4. (Tel. Fleet Street 1555).

Engineering, Radio and Electrical Goods

LONDON: INTERNATIONAL ELECTRICAL ENGINEERS (A.S.E.E.) EXHIBITION – March 23-30.
† At Earls Court. Apply, Electrical Engineers (A.S.E.E.) Exhibition Ltd., 6 Museum House, 25 Museum Street, London, W.C.1. (Tel. Museum 3450).

LONDON: INTERNATIONAL PIPES, PIPELINES AND PUMPS EXHIBITION – April 18-22.
† At Earls Court. Apply, Technical Exhibitions Ltd., 3/4 Clement's Inn, London, W.C.2. (Tel. Chancery 1200).

LONDON: INTERNATIONAL INDUSTRIAL FINISHES EXHIBITION – April 18-22.
* At Earls Court. Apply, Technical Exhibitions Ltd., 4 Clement's Inn, London, W.C.2. (Tel. Chancery 1200).

LONDON: GAUGE AND TOOL AND POWER PRESS EXHIBITION – May 2-11.
* At Olympia. Apply, Gauge & Tool Makers' Association, Standbrook House, 2/3 Old Bond Street, London, W.1. (Tel. Hyde Park 3451).

LONDON: MECHANICAL HANDLING EXHIBITION – May 10-20.
† At Earls Court. Apply, Iliffe Exhibitions Ltd., Dorset House, Stamford Street, London, S.E.1. (Tel. Waterloo 3333).

BIRMINGHAM: FOUNDRY EXHIBITION – May 18-26.
† At Bingley Hall. Apply, Industrial Presentation Ltd., 64 Pembroke Road, London, W.8. (Tel. Western 4856).

LONDON: INTERNATIONAL INSTRUMENTS ELECTRONICS AND AUTOMATION EXHIBITION – May 23-28.
At Olympia. Apply, Industrial Exhibitions Ltd., 9 Argyll Street, London, W.1. (Tel. Gerrard 1622).

LONDON: FLUID POWER INTERNATIONAL EXHIBITION AND CONFERENCE – September 12-16.
† At Olympia. Apply, Commercial Exhibitions Ltd., The Tower, Shepherds Bush Road, London, W.6. (Tel. Riverside 3071).

Foodstuffs, Hotel, Catering

LONDON: INTERNATIONAL HOTEL & CATERING EXHIBITION – January 18-27.
† At Olympia. Apply, Hotel & Catering Exhibition (London) Ltd., 1 Dorset Buildings, Salisbury Square, London, E.C.4. (Tel. Fleet Street 1555).

MANCHESTER: DELICATESSEN EXHIBITION – March 28-April 1.
* At Belle Vue. Apply, Delicatessen Exhibitions Ltd., 14 New Burlington Street, London, W.1. (Tel. Regent 0855/8).

MANCHESTER: LICENSED VICTUALLERS FAIR – March 28-April 1.
* At Belle Vue. Apply, Contemporary Exhibitions Ltd., 14 New Burlington Street, London, W.1. (Tel. Regent 0855/8).

MANCHESTER: CONFECTIONERY TRADES EXHIBITION – March 28-April 1.
At Belle Vue. Apply, Contemporary Exhibitions Ltd., 14 New Burlington Street, London, W.1. (Tel. Regent 0855/8).

GLASGOW: SCOTLAND'S FOOD EXHIBITION – April 19-30.
* At Kelvin Hall. Apply, Scottish Trades' Markets and Exhibitions Ltd., City Hall, Deansgate, Manchester 3. (Tel. Deansgate 6363).

MANCHESTER: NORTH'S FOOD FAIR 32ND GROCERS' EXHIBITION – May 10-21.
† At Belle Vue. Apply, Alban Curtis, M.S.M.A., F.G.I., Grocers' & Allied Trade Exhibition, 392 Corn Exchange, Manchester 4. (Tel. Blackfriars (Manchester) 4969).

LONDON: BRITAIN'S FOOD FAIR (WORLD'S FOOD AND WINE FESTIVAL) – September 1-17.
† At Olympia. Apply, J. Awdry Esq., Britain's Food Fair, 3 Lygon Place, S.W.1. (Tel. Sloane 6117).

BLACKPOOL: NORTHERN CLUB TRADE FAIR – October 18-22.
† At Winter Gardens. Apply, UTP Exhibitions Ltd., Racquet Court, Fleet Street, London, E.C.4. (Tel. Fleet Street 6444).

Furniture, Furnishings, Household Equipment and Hardware

LONDON: FURNITURE TRADE SHOW – January 31-February 4.
At Earls Court. Apply, BFM Exhibitions Ltd., Commonwealth House, 1/19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

LONDON: INTERNATIONAL CARPET, LINOLEUM AND FLOOR COVERING FAIR – CARPEX '66 – February 21-25.
* At Earls Court. Apply, Industrial and Trade Fairs Ltd., Commonwealth House, 1/19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

LONDON: INTERNATIONAL TABLEWARE FAIR – April 18-22.
* At Earls Court. Apply, Trades Exhibitions Ltd., Exhibition House, Spring Street, London, W.2. (Tel. Ambassador 2886).

LONDON: INTERNATIONAL HARDWARE TRADES FAIR – April 25-29.
* At Olympia. Apply, Universal Exhibitions Ltd., 9 Castle Place, High Wycombe, Bucks. (Tel. High Wycombe 21391/2).

LONDON: ANTIQUE DEALERS' FAIR AND EXHIBITION – June 8-23.
* At Grosvenor House, Park Lane, W.1. Apply, Captain C. S. Platts, ACIS, Grosvenor House, Park Lane, London, W.1. (Tel. Grosvenor 6363).

Handicrafts, Fancy Goods, etc.

BLACKPOOL: INTERNATIONAL GIFTS FAIR – January 31-February 4.
* At Winter Gardens. Apply, Trade Promotion Services Ltd., Frankland Moore House, 185/187 High Road, Chadwell Heath, Essex. (Tel. Goodmayes 0175/8).

LONDON: INTERNATIONAL HANDICRAFTS AND DO-IT-YOURSELF EXHIBITION – September 9-24.
* At Olympia. Apply, A. J. Kreps, Esq., Link House Publications Ltd., Link House, Dingwall Avenue, Croydon, Surrey. (Tel. Municipal 2599).

LONDON: DO-IT-YOURSELF TRADES EXHIBITION – Open six days Tuesdays, Wednesdays and Thursdays, September 13, 14, 15, and 20, 21, 22.
* At Olympia. Apply, A. J. Kreps, Esq., Link House Publications Ltd., Link House, Dingwall Avenue, Croydon, Surrey. (Tel. Municipal 2599).

MANCHESTER: 'MANCHESTER EVENING NEWS' DO-IT-YOURSELF AND HOBBIES EXHIBITION – November 8-19.
* At City Hall. Apply, Provincial Exhibitions Ltd., City Hall, Deansgate, Manchester 3. (Tel. Deansgate 6363).

Heating and Ventilating

LONDON: INTERNATIONAL HEATING, VENTILATING AND AIR CONDITIONING EXHIBITION – April 14-22.
† At Olympia. Apply, Industrial Exhibitions Ltd., 9 Argyll Street, London, W.1. (Tel. Gerrard 1622).

Hospital and Medical Equipment

LONDON: INTERNATIONAL OPTICAL TRADE FAIR – July 5-8.
At Grosvenor House, London, W.1. Apply, Ophthalmic Exhibitions Ltd., Columbia House, 69 Aldwych, London, W.C.2 (Tel. Chancery 6146).

Laundry and Allied Services

LONDON: INTERNATIONAL LAUNDRY, DRY CLEANING & ALLIED TRADES EXHIBITION – July 14-23.
At Olympia. Apply, F. W. Bridges & Sons Ltd., Commonwealth House, 1/19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

Leather, Leather Goods and Fur

LONDON: LEATHERGOODS, LUGGAGE AND HANDBAG FAIR – February 6-10.
* At Mount Royal Hotel, W.1. Apply, The Leather Goods, Luggage and Handbag Fair, Leather Trades House, 9 St. Thomas Street, London, S.E.1. (Tel. Hop 1582).

LONDON: INTERNATIONAL LEATHER FAIR – June 6-9.
* At Alexandra Palace, N.22. Apply, Shoe and Leather News (Exhibitions) Ltd., 84/88 Great Eastern Street, London, E.C.2. (Tel. Shoreditch 2071).

Motor Vehicles, Motor Cycles and Bicycles

LONDON: INTERNATIONAL COMMERCIAL MOTOR TRANSPORT EXHIBITION – September 23-October 1.

† At Earls Court. Apply, A. A. Goode, Esq., Society of Motor Manufacturers and Traders Ltd., Forbes House, Halkin Street, London, S.W.1 (Tel. Belgravia 6611).

LONDON: INTERNATIONAL MOTOR EXHIBITION – October 19-29.

* At Earls Court. Apply, Society of Motor Manufacturers and Traders Ltd., Forbes House, Halkin Street, London, S.W.1. (Tel. Belgravia 6611).

Office Machinery and Equipment

LEEDS: BUSINESS EFFICIENCY EXHIBITION – March 21-25.

At Queen's Hall. Apply, Business Equipment Trades Association, 64 Cannon Street, London, E.C.4 (Tel. Central 7771/2).

LONDON: BUSINESS EFFICIENCY EXHIBITION – October 3-12.

* At Olympia. Apply, Business Equipment Trades Exhibition, 64 Cannon Street, London, E.C.4 (Tel. Central 7771/2).

Packaging Machinery and Materials

LONDON: FOODPACK 66 INTERNATIONAL – October 17-21.

* At Alexandra Palace, N.22. Apply, BPS Exhibitions Ltd., 6 London Street, Paddington, London, W.2. (Tel. Paddington 6672/3).

Printing and Stationery

LONDON: STATIONERY AND OFFICE EQUIPMENT TRADE FAIR – March 14-17.

* At Royal Horticultural Old and New Halls. Apply, Stationers' Association of Great Britain and Ireland, 6 Wimpole Street, London, W.1. (Tel. Langham 9256/7).

LONDON: NATIONAL STAMP EXHIBITION – March 18-26.

* At Central Hall, S.W.1. Apply, Philatelic Traders' Society Ltd., 2 Clement's Inn, London, W.C.2. (Tel. Chancery 3764).

Scientific, Surgical, Photographic Instruments, etc.

LONDON: THE PHYSICS EXHIBITION – March 28-31.

* At Alexandra Palace. Apply, The Institute of Physics and the Physical Society, 47 Belgrave Square, London, S.W.1. (Tel. Belgravia 6111).

Ships and Boats

LONDON: INTERNATIONAL BOAT SHOW – January 5-15.

* At Earls Court. Apply, National Boat Shows Ltd., 44 Great Queen Street, London, W.C.2. (Tel. Holborn 7481).

Textiles

HARROGATE: KNITTING AND NEEDLEWORK TRADE FAIR – August 1-4.

* Apply, Knitting and Needle Trade, 222 Strand, London, W.C.2. (Tel. Fleet Street 1253).

Toys, Games and Sports Equipment

HARROGATE: INTERNATIONAL TOY FAIR – January 8-13.

* Apply, G. Wilkinson, Esq., Harrogate International Toy Fair Ltd., Finsbury Court, Finsbury Pavement, London, E.C.2. (Tel. Monarch 8921).

LONDON: AMUSEMENT TRADES EXHIBITION – January 25-27.

* At New Horticultural Hall, S.W.1. Apply, Amusement Trades Exhibitions Ltd., 19 Charing Cross Road, London, W.C.2. (Tel. Whitehall 2524/5).

BRIGHTON: BRITISH TOY FAIR – January 30-February 3.

* Apply, J. A. Glanfield, Esq., British Toy Fairs (International) Ltd., Regent House (6th Floor), 89 Kingsway, London, W.C.2. (Tel. Chancery 9158/9).

LONDON: NATIONAL ANGLING SHOW – May 6-11.

* At Olympia. Apply, A. H. Spink, Esq., The Federation of British Manufacturers of Sports and Games Ltd., 145 Oxford Street, London, W.1. (Tel. Gerrard 7281).

LONDON: BRITISH SPORTS TRADE FAIR – November 7-10.

At Mount Royal Hotel. Apply, A. H. Spink, Esq., The Federation of British Manufacturers of Sports and Games Ltd., 145 Oxford Street, London, W.1. (Tel. Gerrard 7281).

LONDON: CAMPING AND SPORTS EQUIPMENT TRADE FAIR – November 15-19.

At Alexandra Palace, N.22. Apply, Trades Exhibitions Ltd., Exhibition House, Spring Street, London, W.2. (Tel. Ambassador 2886).

1967—Specialized

Chemicals and Allied Industries including Plastics

LONDON: INTERNATIONAL PLASTICS EXHIBITION INTERPLAS '67 – June 21-July 1.

† At Olympia. Apply, The Organizer, INTERPLAS '67, Dorset House, Stamford Street, London, S.E.1. (Tel. Waterloo 3333).

Engineering, Radio and Electrical Goods

LONDON: DAIRY ENGINEERING EXHIBITION – April 3-7.

At Earls Court. Apply, Trades Markets and Exhibitions Ltd., Commonwealth House, 1/19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

LONDON: LONDON INTERNATIONAL ENGINEERING, MARINE AND WELDING EXHIBITION – April 25-May 4.

† At Earls Court, Olympia. Apply, F. W. Bridges & Sons Ltd., Commonwealth House, 1/19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

LONDON: RADIO AND ELECTRONIC COMPONENTS EXHIBITION – May 23-26.

† At Olympia. Apply, Industrial Exhibitions Ltd., 9 Argyll Street, London, W.1. (Tel. Gerrard 1622).

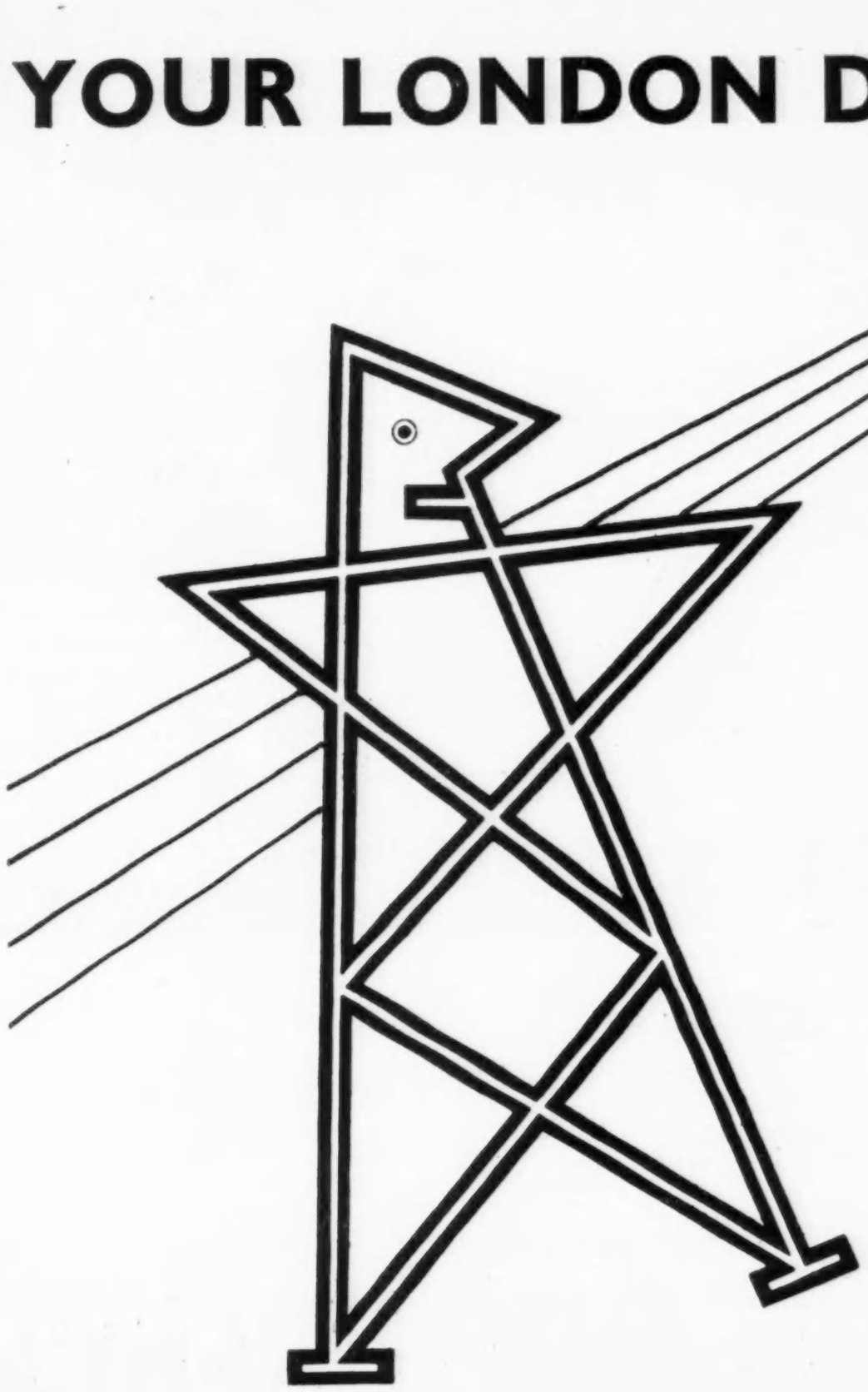
Packaging

LONDON: INTERNATIONAL PACKAGING EXHIBITION, PAKEX '67 – May 22-26.

† At Earls Court. Apply, Industrial and Trade Fairs Ltd., Commonwealth House, 1/19 New Oxford Street, London, W.C.1. (Tel. Chancery 9011).

The Royal Garden Hotel which was opened this Autumn adds another hotel conference and exhibitions centre to London. From the magnificent canopy that floods the marble entrance in yellow light to the functional downlights of the banquet hall, Troughton & Young (Lighting) Ltd., designers supplied to the specifications of the Design Research Unit, while Troughton & Young Ltd., Electrical Engineering Contractors, installed every light fitting in the building.

YOUR LONDON DATE



1966

Electrical Engineers Exhibition

Earls Court

London

23-30 March

£10,000,000 goods exhibited

500,000 square feet

over **500** exhibitors

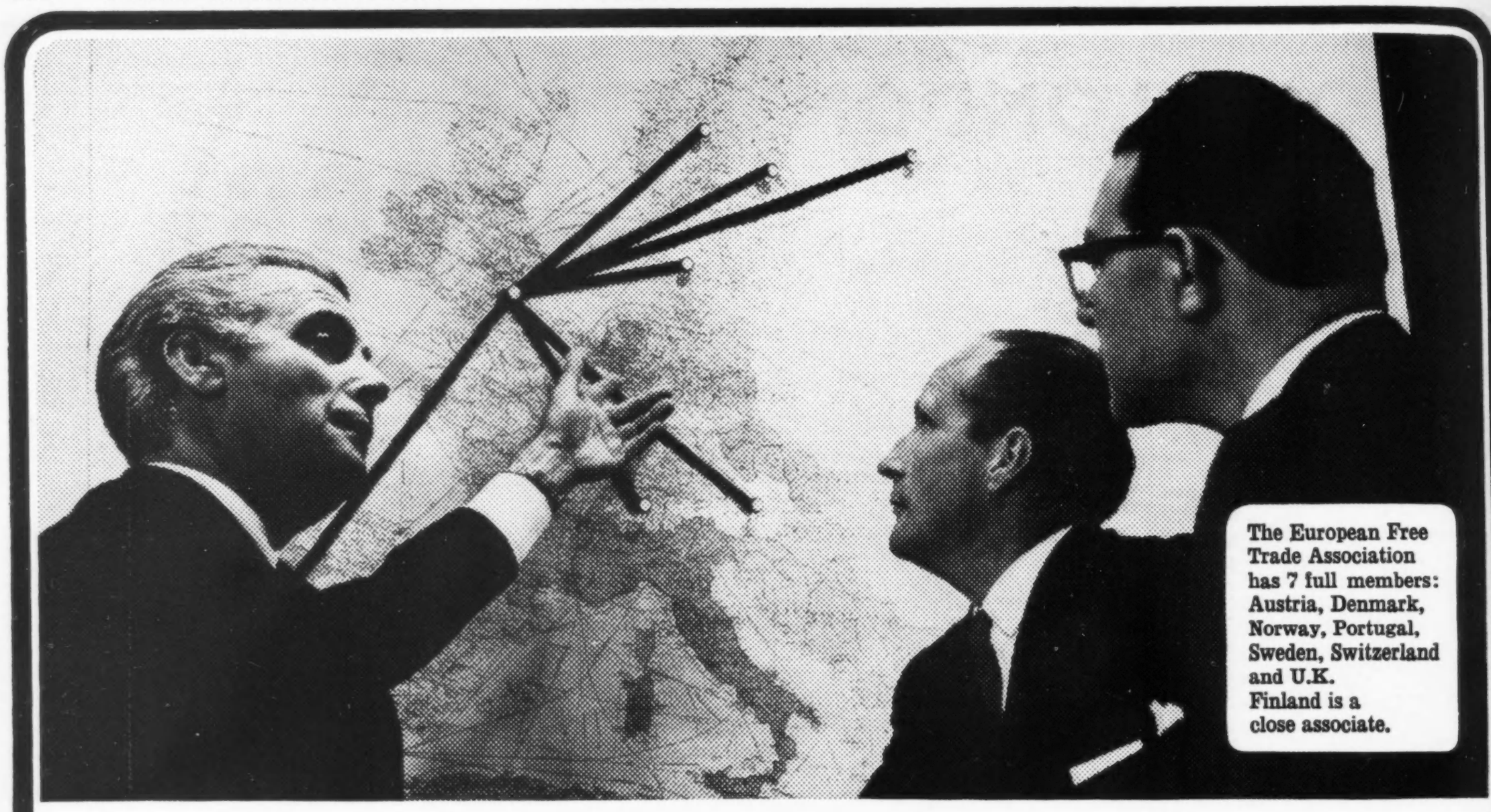
13 countries exhibiting

EXHIBITORS FROM OVERSEAS

AUSTRALIA · AUSTRIA · BELGIUM · CANADA · DENMARK · FRANCE
GERMANY · HUNGARY · ITALY · SWEDEN · SWITZERLAND
UNITED STATES OF AMERICA

92,000 visitors from 72 countries came in 1964

ELECTRICAL ENGINEERS A.S.E.E. EXHIBITION, MUSEUM HOUSE, MUSEUM STREET, LONDON, W.C.I


The European Free Trade Association has 7 full members: Austria, Denmark, Norway, Portugal, Sweden, Switzerland and U.K. Finland is a close associate.

U.K. industrial goods already have a 70% tariff advantage in EFTA countries.

First step into this rich market:

Call EXPORT INTELLIGENCE

at the Board of Trade

SINCE JULY 1960 the EFTA countries have reduced import duties on virtually all U.K. manufactured goods by 70%. At the end of this year they drop another 10%. They disappear completely on December 31st, 1966. Then, through this free trade area, the 'home market' for British industry will in effect be doubled.

First step into EFTA

Many businessmen are already finding outlets in these rich and economically expanding EFTA countries. The time to establish yourself is *now*. For help finding contacts, and getting a profitable sales programme under way, call Export Intelligence.

They will explain how to claim reduced EFTA tariff rates. They can give you information on market conditions, help you find a good, reliable agent, tell you all about the competition, local trading methods, documentation.

Export Intelligence covers the world

It offers British businessmen a free, personal and extraordinarily comprehensive service.

If you want to enter new overseas markets, we could probably help you cut several corners and even prevent you making expensive, time-wasting mistakes.

Call Export Intelligence – now.

CALL US FOR . . .

1. Guidance on your individual export problem.
2. Information on the most likely market(s) for your product(s) overseas.
3. Introductions to potential agents and buyers.
4. Help with overseas business visits.
5. Status reports on foreign firms.
6. Information on Tariff and Import regulations.
7. Details of overseas contracts out for tender.
8. Help and advice on participating in Trade Fairs overseas.
9. Assistance in finding licensees to manufacture your product abroad.
10. Information on how to market and advertise your product abroad.
11. Investigation into product suitability for foreign tastes and customs.
12. Help with overseas publicity (through Central Office of Information).

Call us at . . .

HQ: London CITy 9633
Telex 25977

Belfast (Ministry of Commerce)
Belfast 28271 Telex 74578
Birmingham
MIDland 8221 Telex 33702
Bristol 294821 Telex 44214
Cardiff 65426 Telex 49267
Glasgow CITy 2855 Telex 77583
Inverness 30867/8
Leeds 20485 Telex 55265
London (South Eastern Counties)
TATe Gallery 4355 Telex 25991
London (Eastern Counties)
TATe Gallery 6271 Telex 25991
Manchester
DEAnsgate 9321 Telex 66104
Newcastle 27575 Telex 53178
Workington 3788

Get ready for
La Grande Bretagne
à LYON

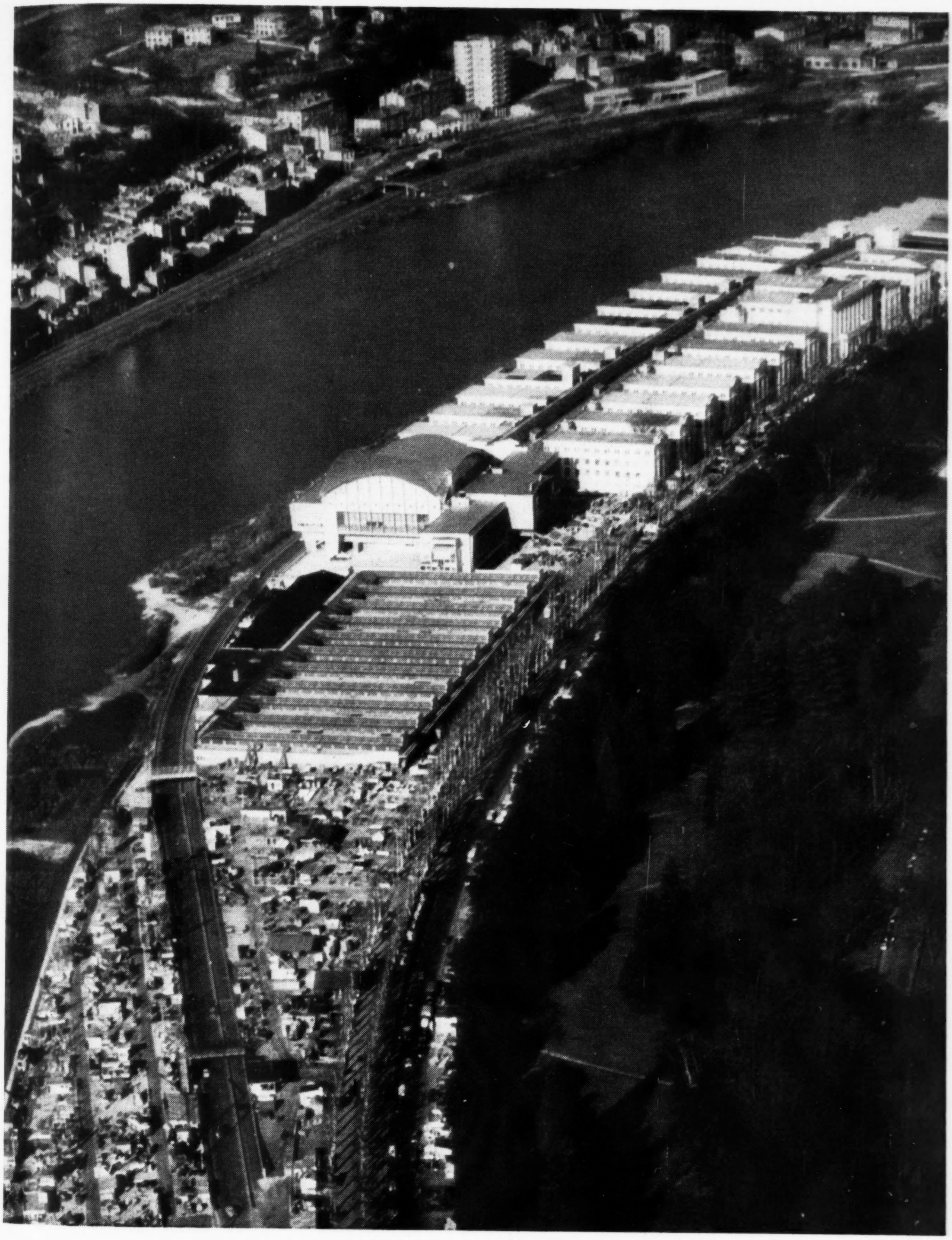
LYON

This is an announcement by the
LYON International Trade **FAIR**

We are proud that in the growing tradition of British Weeks on the Continent of Europe – Dusseldorf, Copenhagen, Amsterdam, Milan – the Board of Trade and the Export Council for Europe have selected the city of Lyon at the centre of France for their most ambitious British trade promotion in Europe in 1966. La Grande Bretagne à Lyon will take place from October 21 – October 30.

In March 1966, seven months before the British Week in Lyon, there takes place an annual Sample Fair which attracts great crowds from Lyon itself and from the surrounding areas as well as trade buyers from all over the world.

By showing at Lyon Fair (March 26 – April 4, 1966) you can seize your main chance to put on record your ability to provide consumer goods and services to all of France south of the River Loire. Here you can appoint French agents to ensure that your products will be in all the shops in time for British Week.



General and specialized sections attract over 600,000 *visitors.*

Gas and Electricity Boards ready for a joint presentation.

LYON

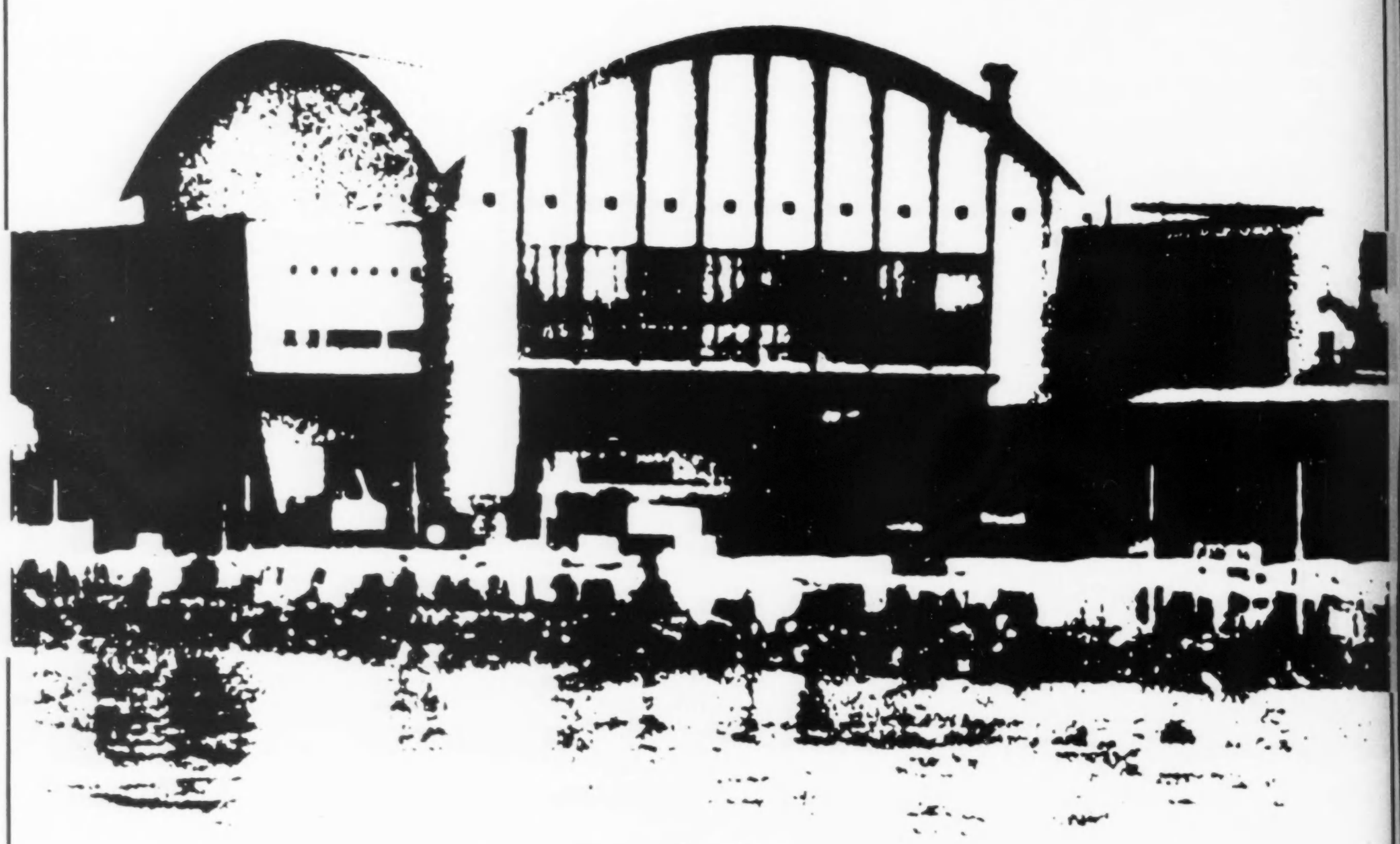
The Lyon Fair contains more than 50 galleries of consumer products and public services. Joint exhibit groups are welcome. Individual manufacturers may obtain stands in their appropriate trade sections to suit their particular requirements. For group exhibits in 1966 space applications should be made to the Board of Trade (Mr. G. Snell, Room 112, Export Promotions and Fairs Branch, Queen Anne's Mansions, London, S.W.1. Tel. Abbey 7877, Ext. 2764). Firms wishing to present their goods independently will be given every assistance by the London Representatives:

EXHIBITIONS & TRADE FAIRS (Overseas) **LTD.**
10 CLIFFORD STREET, LONDON, W.1. REGent 0511

Each spring the Lyon Fair attracts milling crowds from every Province.

Lyon has a population which has topped the million mark. Within a conurbation of 4,000,000 people are such towns as St. Etienne, 200,000; Grenoble, 160,000. Seven other towns within the area have populations of over fifty thousand and another dozen towns have populations only a little less than fifty thousand. **This is a growing market where British goods are little known but very welcome.**

Still time



LYON

There is still time to take part in the Lyon Fair, from March 26 – April 4, 1966. As a prelude to the British Week of October 1966 it is a great opportunity – not to be missed. If you are looking for an agent, here is the place to meet him.

Specialized sections for Hardware and general consumer goods – Food – Toys and Games – Office Equipment – Lighting – Machine Tools – Agricultural Machinery – Public Works & Equipment – Camping & Caravan Equipment.

Full particulars for both Exhibitors and Business Visitors from:

EXHIBITIONS & TRADE FAIRS (Overseas) LTD.
10 CLIFFORD STREET, LONDON, W.1. (REG 0511)

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